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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. X.

NEW YORK, JUNE 27, 1894.

No. 26.

## The Semi-Weekly Republic

It is generally known that the Semi-weekly Edition of **THE ST. LOUIS REPUBLIC** has an enormous circulation, but few people know how completely it covers the territory naturally tributary to St. Louis.

Read the subjoined Statement of the Number of Post-offices in each State and Territory at which **THE SEMI-WEEKLY REPUBLIC** has a list of subscribers:

| States               | Number of Post-offices | States         | Number of Post-offices |
|----------------------|------------------------|----------------|------------------------|
| Alabama              | 183                    | Missouri       | 2616                   |
| Alaska               | 3                      | Mississippi    | 335                    |
| Arkansas             | 1303                   | Mexico         | 32                     |
| Arizona              | 80                     | New Hampshire  | 6                      |
| California           | 251                    | New Jersey     | 5                      |
| Canada               | 19                     | New York       | 42                     |
| China                | 3                      | Nebraska       | 460                    |
| Colorado             | 242                    | Nevada         | 26                     |
| Connecticut          | 4                      | New Mexico     | 129                    |
| Delaware             | 2                      | North Dakota   | 58                     |
| District of Columbia | 1                      | North Carolina | 92                     |
| England              | 5                      | Nova Scotia    | 1                      |
| Florida              | 140                    | Ohio           | 267                    |
| Georgia              | 49                     | Oklahoma       | 269                    |
| Germany              | 4                      | Oregon         | 266                    |
| Idaho                | 128                    | Pennsylvania   | 69                     |
| Illinois             | 1759                   | Rhode Island   | 3                      |
| Indian Territory     | 314                    | South Dakota   | 110                    |
| Iowa                 | 957                    | South Carolina | 28                     |
| Italy                | 1                      | Scotland       | 2                      |
| Indiana              | 672                    | South America  | 1                      |
| Kansas               | 1083                   | Tennessee      | 443                    |
| Kentucky             | 449                    | Texas          | 1712                   |
| Louisiana            | 225                    | Utah           | 37                     |
| Maine                | 10                     | Vermont        | 5                      |
| Maryland             | 20                     | Virginia       | 122                    |
| Massachusetts        | 12                     | Washington     | 245                    |
| Michigan             | 124                    | West Virginia  | 211                    |
| Minnesota            | 107                    | Wisconsin      | 96                     |
| Montana              | 185                    | Wyoming        | 67                     |

Total Number of Post-offices, 16,155.

Average Circulation Each Week for Past Five Months, 263,392

Average Circulation Each Issue for Past Five Months, 131,696

Proof of circulation quickly furnished in any practical manner that may be suggested by an advertiser.

**THE REPUBLIC**, Daily and Weekly, guarantees to advertisers a larger bona fide circulation than any other St. Louis newspaper, or no charge for advertising.

RATES QUICKLY FURNISHED BY

**THE REPUBLIC, ST. LOUIS, MO.**

Or at New York Office, 146 Times Building.

# ATLANTIC CoAST LiSTS.

Reach  
Country  
People

**HOLIDAYS  
SUNDAYS  
WEEK-DAYS  
EVERY DAY  
NIGHTS AND DAYS**

They are part and parcel of the people—  
in fact it might properly be said "they are  
the people."

There are millions of country people in  
the United States, and these local weeklies  
represent more than one-sixth of all of them.

*One electro does it.*

134  
Leonard St New York

Geo. R. H. ALM

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1892.

Vol. X.

NEW YORK, JUNE 27, 1894.

No. 26.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, June 9, 1894.

On the occasion of the Queen's birthday, it is usual here to bestow titular rank on a selection of people chosen by the Prime Minister. These selections are largely made in recognition of political services, but not entirely so. A motion was submitted to Parliament the other day, by Sir Wilfrid Lawson, for an address "praying Her Majesty" to state the reasons that influence her on such occasions, which is a roundabout way of saying that the government of the day ought to give reasons for its choice; but Sir Wilfrid Lawson is a recognized humorist, so the Chancellor of the Exchequer made a joke of it, and a very sensible idea was laughed out. This year, Mr. James Reckitt, a well-known advertiser (Reckitt's Blue), was made a baronet. This gives him the title of Sir James Reckitt, and his eldest son and eldest grandsons, so long as the family holds out, will be baronets, too, and will be called "Sir"—unless, of course, we some day wake up to the fact that these titles are very childish, and so abandon them altogether. A baronetcy was offered to Mr. George Newnes, proprietor of the London paper, *Tit Bits*, and of the *Strand Magazine*, but declined. Mr. Newnes brought his papers to the front by some of the most able advertising ever done in this country. He is a Liberal member of Parliament, but not a frequent speaker in the Commons. Mr. Isaac Pitman, inventor of Pitman's Shorthand (also very well advertised), was knighted. He is now, therefore, "Sir" Isaac Pitman; but his son will not inherit any title. Knighthoods are not hereditary. Mr. T. Wemyss (pronounce "Weems") Reid, editor of *The Speaker*, a six-penny London weekly, on the Liberal side of politics, was knighted also, among several other people; and so was Mr. Richard Tangye, of a well-known engineering firm that advertises in technical journals to a large extent. The advertising interest, therefore, has

not been neglected in these nevertheless somewhat empty "honors."

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In PRINTERS' INK, of May 23d, Mr. C. S. Parke, of Buffalo, mentions matches, wooden toothpicks, clothespins, as new advertising media, and an editorial comment says that every one of these articles has been so used. Safety matches, with a "Cherry Blossom Perfume" advertisement, are in use in London. I have not seen wooden toothpicks or clothes-pins so used; but quill toothpicks, with lettering made by a process employed when the quills are cleaned out, were used by my suggestion for advertising purposes by the manufacturers of a canned or bottled soup, some eight years ago, and I think this use of the process was original with me, though toothpicks, with the name of the maker so impressed, had been used for years. I remember suggesting an advertising cedar pencil about the same time; it was not adopted, but a few years afterward a London weekly paper (*Great Thoughts*—sort of semi-religious *Tit Bits*, owned by a prominent advertising agent, Mr. Thomas Smith) advertised itself by cedar pencils, with the name and price of the paper stamped on them in gold. This was, of course, a case of independent invention.

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Mr. Barry Pain, a well-known writer of the "new humor" group, writes an entertaining series of imagined conversations "In the Smoking Room" for *Black and White*, from one of which the following is extracted:

"The man who calls himself General Booth is an amusing person," said the Journalist. "At the annual meeting of the Salvation Army he bragged that he did not take outside advertisements in the *War Cry*, though one eminent advertising firm had offered £7,000 per annum for one page, allowing the so called General to pick his own advertisements."

"I had always thought," the Eminent Person said, "that the chief ob-

jection to General Booth was that he was a shade too business-like."

"Certainly; that is where the man is so amusing. Immediately under this report I find a protest from a number of people round about the Salvation Army Farm Colony at Hadleigh, complaining that the Salvation Army undersells them, thus breaking all the conditions that it made when the 'Darkest England' fund was started. He won't make money by earning it from respectable advertisers, but he is perfectly willing to make it by breaking his word and ruining his neighbors."

"Shouldn't wonder," the Mere Boy said, reflecting, "if he wants all the advertisement space in his paper in order to advertise himself. He *is* a sort of patent remedy, you know."

"Still," the Ordinary Man observed, "I should think that the subscribers to the Booth concerns are likely to pause and reflect. For no earthly reason he refuses to earn £7,000 honestly when he has the chance; at the same time he has got his hat off for subscriptions, and part of his army is in a state of mutiny because the financial authorities in the Army treat it iniquitously, wringing the uttermost penny out of it."

"Aren't you," the Poet asked, "taking this Salvation Army a little too seriously? It was my impression that it had fallen under the same head as Capital Punishment, Total Abstinence, Cremation, and the Equality of the Sexes, and become simply one of the methods by which debating societies bore themselves. Vexed questions are questions that vex."

The humorous press here is always rather depressed. I do not know of one comic paper, outside of *Punch*, that can be said to be notably successful, and one of the best of them all—a paper run on the lines of American comics, but without political cartoons—had to give up the other day—*Funny Folks*. *Punch*, on the other hand, is one of the great successes of journalism, and commands more advertising than it can insert, at about six dollars an inch, in a tiny little column. It is the fashion in America, and among unsuccessful humorists here, to sneer at *Punch*. As a matter of personal taste, I never in my life saw a comic paper published anywhere worthy to be named in the same breath with it. This is a remark that will no doubt

offend some one, but I can't help that. I will take all the responsibility.

The irrelevant often makes good advertising. The following has no particular connection with soap; but it would be rash to say that so curious a piece of optical play does not make a good advertisement. One does not quite see how it sells goods, but I should think it attracts attention.

Presented by the Proprietors of

Presented by the Proprietors of  
**Pears' Soap**



Copyright  
The Author(s)

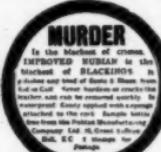
GAZE steadily at the centre when you will see alternately

ONE CUBE on the top of TWO CUBES,  
each having "PEARS" on the top side:

or  
**TWO CUBES on the top of ONE CUBE.**



enough to pay expenses. Another irrelevant sort of advertisement is the Nubian Company's "Murder," in a ring, also reproduced; but as an advertisement it is not "in it" with the Plate Powder advertisement of the same firm which I show in juxtaposition.



tion with it. The Silveret advertisement compels you to see the name, "Silveret Plate Powder," if you see the advertisement at all. With the other you have got to *read* the advertisement or you will not see the name. Even the popular love of tragedy cannot insure the whole being read.

# Printers' Ink Year Book

## 1894.

The new book for advertisers, which will appear in the near future and embody the information conveyed from week to week in PRINTERS' INK, in the short essays on "How to Advertise in a State," or to make a judicious selection of the myriads of class and trade journals published, can hardly fail to be of practical value. Its publishers and editors have for nearly thirty years made a careful study of newspapers, their merits, influence and circulation, and for twenty-six years have annually compiled and printed the American Newspaper Directory, which, through all that period, has been the accepted authority upon newspaper statistics, relied upon as such by advertisers, newspaper men and others, and as much the basis of all other publications dealing with the subject as the United States Census Reports are the source of population, trade and agricultural statistics. Long experience as impartial critics, with no personal interest to advance, has placed the publishers in the best position for obtaining facts and drawing conclusions. Advertising is daily becoming more and more a matter of careful research and intelligent study. The successful advertiser takes advantage of the best information, selects the best mediums and expends the necessary care and money to produce the right kind of advertisements. A book for advertisers containing later or better information, or in a form more available than what has gone before, is certain at the present time to meet with careful attention from students of advertising everywhere.

THE  
**PHILADELPHIA ITEM**  
 REACHES  
 ALL THE MANUFACTURING, MINING AND  
 AGRICULTURAL PEOPLE  
 OF THE GREATEST  
 MANUFACTURING  
 STATE IN THE UNITED STATES



A HOME PAPER  
 READ WITH  
 INTEREST. LARGEST CIRCULATION  
 BRIGHT.  
 CRISP  
 AND NEWSY.

ALWAYS INTERESTING NEWS FROM THE  
 SMALL INTERIOR  
 TOWNS AS  
 WELL AS FROM  
 THE WORLD AT LARGE.



"WRITE IT IN THE CONTRACT."

**WORLD****THE CLEVELAND****WORLD**

BUSINESS FLASH-LIGHTS

**A DRUMMER**

with **40,000 TONGUES** and the **SPEED OF A MERCURY** won't pour your story into as many minds in a month as will **THE WORLD** in a day. Reaches a multitude of Dollar Diggers who are Reasonable Readers and Possible Purchasers of all Worthy Wares.

Space don't cost a farm either. Get a Rate Card and have your

**EYE OPENED.****44,403 DAILY.****SUNDAY, 32,263**

BUSINESS FLASH-LIGHTS

**THE WORLD** is by far the best paper in Cleveland and the leading afternoon paper in the State of Ohio.

Advertisers who once use it never fail to continue, and daily swell its columns with their announcements. Try **THE CLEVELAND WORLD** once. You will be surprised at the increase of your sales and will "keep everlastingly at it."

**S. C. BECKWITH,***Sole Agent Foreign Advertising,*

48 Tribune Bldg., New York. 509 The Rookery, Chicago.

BUSINESS FLASH-LIGHTS

**WORLD****THE CLEVELAND****WORLD**

"THE WORLD IS MINE OYSTER, AND WITH A GOOD AD I OPE IT."

## NEW YORK.

The short essays on how to advertise in a State, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

In point of population New York is the first State. In area the twenty-eighth. It is the first State in the number of newspapers issued within its borders.

The following is a complete list of the towns in New York State having more than 5,000 population:

|                  |           |   |              |
|------------------|-----------|---|--------------|
| New York City    | 1,515,301 | *Oneida                                     | 6,083        |
| Brooklyn         | 806,343   | *Canandaigua                                | 5,868        |
| Buffalo          | 255,664   | †Niagara Falls                              | 5,502        |
| Rochester        | 133,826   | †*Jamaica                                   | 5,362        |
| Albany           | 94,923    | †*Port Chester                              | 5,274        |
| Syracuse         | 88,143    | Norwich                                     | 5,212        |
| Troy             | 60,956    | †*Haverstraw                                | 5,170        |
| Utica            | 44,007    |   |              |
| Binghamton       | 35,005    | Places marked † issue no paper credited     |              |
| Vonkers          | 32,033    | with so much as 1,000 regular issues. Those |              |
| Elmira           | 30,693    | marked * issue no daily. Port Richmond has  |              |
| Long Island City | 30,506    | no paper.                                   |              |
| Auburn           | 25,818    | The following is a complete list of         |              |
| Newburgh         | 23,087    | the papers in New York, omitting            |              |
| Cohoes           | 22,509    | New York City, accorded more than           |              |
| Poughkeepsie     | 22,206    | 5,000 circulation.                          |              |
| Oswego           | 21,842    | Circulations to which the asterisk is       |              |
| Kingston         | 21,261    | affixed may be relied upon absolutely.      |              |
| Schenectady      | 19,902    | Albany.....Argus                            | S. 7,500     |
| †Amsterdam       | 17,336    | "   | W. 7,500     |
| *New Brighton    | 16,423    | Journal                                     | W. 20,000    |
| Jamesstown       | 16,038    | Morning Express                             | D. 7,500     |
| Lockport         | 16,038    | Press and Knicker-                          |              |
| Rome             | 14,991    | bocker                                      | D. 7,500     |
| Watertown        | 14,725    | Sunday Press                                | S. 7,500     |
| *Edgewater       | 14,265    | Times Union                                 | D. 17,000*   |
| Gloversville     | 13,864    | Cultivator & Country                        |              |
| *West Troy       | 12,967    | Gentleman                                   | W. 17,500    |
| *Flatbush        | 12,338    | Sunday Telegram                             | W. 20,000    |
| Middletown       | 11,977    | Alfred Centre. Evangel and Sabbath          |              |
| Saratoga Springs | 11,975    | Outlook                                     | W. 7,500     |
| Ogdensburg       | 11,662    | Brooklyn....B'klyn F. Presse                | D. 7,500     |
| Ithaca           | 11,079    | Citizen                                     | D. 12,500    |
| Hornellsville    | 10,996    | "   | S. 17,500    |
| Mount Vernon     | 10,830    | Eagle                                       | D. 20,000    |
| *Lansingburg     | 10,550    | "   | S. 20,000    |
| *Westchester     | 10,029    | Standard-Union                              | D. 7,500     |
| Hudson           | 9,970     | Times                                       | D. 12,500    |
| *Newtown         | 7,915     | Rec'd of the C. B. L.                       | M. 9,500*    |
| *Peekskill       | 9,676     | Buffalo.....Commercial                      | D. 7,500     |
| *Glens Falls     | 9,509     | Courier                                     | D. 7,500     |
| Dunkirk          | 9,416     | "   | S. 7,500     |
| *Sing Sing       | 9,352     | Evening News                                | D. 53,596*   |
| Port Jervis      | 9,327     | Sunday M'ng News                            | S. 23,122*   |
| Little Falls     | 8,783     | Express                                     | D. 10,758*   |
| Cortland         | 8,590     | Illustrated Express                         | S. 54,839*   |
| Corning          | 8,550     | Times                                       | D. 34,795*   |
| Flushing         | 8,436     | "   | S. 20,215*   |
| *New Rochelle    | 8,217     | Catholic Union and                          |              |
| †Johnstown       | 7,768     | Times                                       | W. 7,500     |
| *Geneva          | 7,557     | Christian Advocate                          | W. 7,500     |
| Olean            | 7,358     | Nat'l Odd Fellow                            | W. 6,431*    |
| *Greenbush       | 7,301     | Sunday Truth                                | W. 7,500     |
| Batavia          | 7,221     | Educator                                    | M. 27,750*   |
| *Tonawanda       | 7,145     | Health Helper                               | M. 15,000*   |
| *Hosick Falls    | 7,014     | Roller Mill                                 | M. 5,000*    |
| Plattsburg       | 7,010     | Am. Bookbinder                              | B.-M. 7,000* |
| Port Richmond    | 6,990     | Herald                                      | W. 8,000*    |
| Oneonta          | 6,792     | Budget                                      | S. 20,000*   |
| Owego            | 6,219     | Telegram                                    | W. 10,317*   |
| *College Point   | 6,127     | Christian Steward                           | M. 24,870*   |
| *Seneca Falls    | 6,126     | Floral Park. Mayflower                      | M. 75,000    |
|                  |           | Hartwick Seminary                           |              |
|                  |           | D'f'ted Men's Adv'do.                       | M. 5,400*    |
|                  |           | Palmyra.....Worker and Share-               |              |
|                  |           | holder                                      | M. 7,750*    |
|                  |           | Port Jervis....Orange Co. Farmer            | W. 12,500    |
|                  |           | Poughkeepsie. Sunday Courier                | S. 7,200*    |
|                  |           | Rochester....Democ & Chronicle              | D. 20,093*   |
|                  |           | "   | W. 11,552*   |
|                  |           | Evening Times                               | D. 7,500     |
|                  |           | Herald                                      | W. 7,500     |
|                  |           | Post-Express                                | D. 13,910*   |
|                  |           | Union & Advertiser                          | D. 7,500     |
|                  |           | Sunday M'ng Herald                          | S. 7,500     |
|                  |           | Educational Gazette                         | M. 12,500    |
|                  |           | Farm Life                                   | M. 7,500     |
|                  |           | Fireside Reveries                           | M. 7,500     |
|                  |           | Green's Fruit Grower                        | M. 20,000    |
|                  |           | Vick's Illus. Mag'ne. M.                    | 75,000       |

|  |                               |              |   |                    |           |
|--|-------------------------------|--------------|---|--------------------|-----------|
| Syracuse   | Evening Herald                | D. 11,046*   | Troy  | Catholic Weekly    | W. 4,000  |
|  | Sunday Herald                 | S. 7,802*    |   | Observer           | W. 4,000  |
|  | Sunday Times                  | S. 7,500     | Utica   | Herald             | D. 4,000  |
| Troy   | Press                         | D. 7,500     |   | Observer           | D. 4,000  |
| "  | "                             | W. 7,500     | "   | "                  | W. 4,000  |
|  | Times                         | D. 12,500*   |   | Grand Army Journal | W. 4,700* |
| "  | "                             | W. 12,500*   |   | Sunday Tribune     | W. 4,000  |
|  | Northern Budget               | S. 17,500    |   | Y Drych            | W. 4,000  |
| Utica  | Press                         | D. 7,854*    | Walton  | Reporter           | W. 4,020* |
|  | Saturday Globe                | W. 155,743*  | Watertown   | Herald             | W. 4,000  |
|  |                               |              | Whitehall   | Chronicle          | W. 3,500* |
| Below is a complete list of all papers in New York (outside New York City and Brooklyn), not already enumerated, accorded more than 2,500 circulation: |                               |              |   |                    |           |
| Albany   | Argus                         | D. 4,000     | New York City includes nearly one-third of the entire population of the State, or with Brooklyn and the suburban towns, nearly one-half. It has 48 daily newspapers—36 issued in the morning, 12 in the afternoon. Eliminating trade or class journals, and all in foreign languages, there remain 10 morning and 7 afternoon dailies, available to the general advertiser—each accorded more than 12,500 circulation; 11 of them more than 40,000; and 8 more than 75,000. Every morning daily has a Sunday edition. A three-inch advertisement every issue, one year, in these 17 dailies would cost about \$50,000. The same space equally well distributed over the State (omitting Brooklyn) would cost one-fourth as much. It is sometimes said: "Advertising in New York City dailies, advertises the whole country;" but it more especially advertises "the whole State." There are few large towns where some of these dailies are not delivered and read on day of issue. Their constituency is varied, and few advertisers use them all. The <i>Herald</i> occupies a field peculiarly its own. The <i>Times</i> is pre-eminently a city newspaper. It is now in the hands of newspaper men who have given an impetus to its circulation and a breadth to its business views that has increased its popularity among both readers and advertisers. It pays especial attention to local and State matters, and its circulation in the upper part of this State is steadily growing. The <i>Times</i> was always a conservative newspaper, and it is a favorite with the business public, the family and intelligent citizens. The <i>Tribune</i> is Republican—eminently respectable—and has peculiarly the confidence and esteem of its subscribers. The <i>Sun</i> , which "shines for all," is read by all kinds of people. No other paper has such a diversified class of readers. Mr. Dana is, easily, the leading journalist. The <i>Press</i> is Republican, sold for a penny, and appears to be gaining ground. The <i>Recorder</i> makes a point of being a home paper, a great favorite with the women. |                    |           |
| Batavia  | Oologist                      | M. 2,750     |   |                    |           |
| Bath   | News                          | D. 3,953*    |   |                    |           |
| Binghamton   | Steuben Courier               | W. 3,000*    |   |                    |           |
|  | Evening Herald                | D. 4,000     |   |                    |           |
|  | Leader                        | D. 4,000     |   |                    |           |
|  | Republican                    | D. 4,000     |   |                    |           |
| Boonville  | Herald and Adirondack Tourist | W. 4,903*    |   |                    |           |
| Buffalo  | Enquirer                      | D. 4,000     |   |                    |           |
|  | Farmers' Journal              | W. 4,000     |   |                    |           |
|  | Amer. Investments             | M. 4,958*    |   |                    |           |
|  | Freethinkers' Mag.            | M. 2,500     |   |                    |           |
|  | Nat. Coopers' Jour.           | M. 4,000     |   |                    |           |
|  | Pulpit                        | M. 4,000     |   |                    |           |
|  | Royal Templar                 | M. 4,000     |   |                    |           |
|  | Review of Current History     | O. 4,000     |   |                    |           |
| Canajoharie  | Hay Trade Journal             | W. 3,000*    |   |                    |           |
| Chatham  | Fanciers' Review              | M. 4,000*    |   |                    |           |
| Cobleskill   | Index                         | W. 2,600     |   |                    |           |
| Cohoes   | Evening Dispatch              | D. 4,000     |   |                    |           |
| Cooperstown  | Otsego Farmer                 | W. 2,531*    |   |                    |           |
| Ellicottville  | Post                          | W. 2,607*    |   |                    |           |
| Elmira   | Gazette & Free Press          | W. 4,000     |   |                    |           |
| Gouverneur   | Free Press                    | W. 3,400     |   |                    |           |
| Hornellsville  | Farmers' Jour'l.              | S. M. 4,000  |   |                    |           |
| Ithaca   | Ithacan                       | W. 3,500     |   |                    |           |
| Jamestown  | Journal                       | S. W. 3,040* |   |                    |           |
| Middletown   | Vart Land                     | W. 4,000     |   |                    |           |
|  | Press                         | S. W. 3,255* |   |                    |           |
|  | Times                         | D. 2,996*    |   |                    |           |
|  | "                             | S. W. 2,650* |   |                    |           |
| Newburgh   | Signs of the Times            | W. 4,300*    |   |                    |           |
|  | News                          | D. 3,744*    |   |                    |           |
|  | Sunday Telegram               | W. 4,000     |   |                    |           |
| North Chili  | Earnest Christian             | M. 2,500*    |   |                    |           |
| Ogdensburg   | Advance                       | W. 2,750*    |   |                    |           |
| Oneida   | Courier                       | W. 4,000     |   |                    |           |
| Oneonta  | Union                         | S. W. 3,048* |   |                    |           |
| Oswego   | Herald                        | W. 2,936*    |   |                    |           |
| Potsdam  | Palladium                     | W. 4,000     |   |                    |           |
|  | Times                         | S. W. 4,000  |   |                    |           |
| Poughkeepsie   | Courier & Freeman             | W. 2,900*    |   |                    |           |
|  | Recorder                      | W. 3,670*    |   |                    |           |
| Rochester  | Evening Star                  | D. 2,800     |   |                    |           |
|  | News-Telegraph                | W. 4,000     |   |                    |           |
|  | United Friends' Jour.         | M. 3,000*    |   |                    |           |
|  | Sunday Times                  | W. 4,000     |   |                    |           |
|  | Herald                        | W. 4,000     |   |                    |           |
|  | Post-Express                  | W. 4,000     |   |                    |           |
|  | Catholic Journal              | W. 2,750*    |   |                    |           |
|  | Deut. Zeitung                 | W. 2,650*    |   |                    |           |
|  | Jewish Tidings                | W. 4,000     |   |                    |           |
|  | Sunday Star                   | W. 4,000     |   |                    |           |
| Rome   | Sentinel                      | S. W. 4,904* |   |                    |           |
| Syracuse   | Evening News                  | D. 4,000     |   |                    |           |
|  | Journal                       | D. 4,000     |   |                    |           |
|  | Express                       | W. 4,126*    |   |                    |           |
|  | No. Chr. Advocate             | W. 4,000     |   |                    |           |
|  | Wesleyan Methodist            | W. 4,000     |   |                    |           |
|  | Am. Pouly'Advocate            | M. 4,000*    |   |                    |           |
|  | Pouly' & Stock Rev'w          | M. 4,000     |   |                    |           |
|  | School Bulletin               | M. 4,000     |   |                    |           |

The *World* excels in affidavits of circulation which are not disputed. The *Advertiser* is sold for a penny. It is bright, clean, and "read by busy men because they get all the news at a glance." The *Journal* is a penny paper, the best of its kind, largely distributed all over the city. *America* is the organ of Tammany.

The *Post*, in influence and respectability, easily takes the lead among evening papers. There is, perhaps, no other evening paper in America more deservedly popular with so many intelligent readers, and none that can lay claim to a better class of circulation. The *Evening Sun*, like the *Morning Sun*, is exceedingly bright and entertaining. This paper, the *Evening World* and the *News* are sold for a penny. The *Telegram* is sometimes said to be the evening edition of the *Herald*. The *Mail and Express* is Republican and the *Commercial Advertiser*, the oldest daily in the city.

It has been shown in PRINTERS' INK that the dailies in foreign languages are profitable mediums. There are 16 to choose from, of which 7 are German. The *Staats-Zeitung* is like the *Tribune* or the *Times*; and the *Morgen Journal* like the *Morning Journal* in class of circulation.

Brooklyn has no morning daily. It depends upon New York. Of its five evening papers the *Eagle* stands first.

Buffalo has two dailies of larger circulation than is given any daily in Brooklyn. They are both penny papers. The Sunday edition of the *Express* is over 50,000.

In Rochester the *Democrat and Chronicle*, established in 1826, is credited with the largest circulation, and its readers are of the best class. The *Post-Express*, an evening paper, also established in 1826, comes next.

In Albany, the *Times-Union* claims more subscribers and readers than all the other dailies combined.

The papers of New York City are largely of national circulation. This is specially true of the weeklies and monthlies. New York is the newspaper as well as the commercial and financial center of America. Its newspapers must receive much attention from the advertiser who would appeal to the whole American people. The following is a list of all its periodicals credited with regular issues exceeding 5,000 copies:

## DAILIES.

|  |             |
|--|-------------|
| New York City: Press.....                        | D. 111,812* |
| Sunday Press.....                                | S. 71,277*  |
| Herald.....                                      | D. 75,000   |
| Herald.....                                      | S. 75,000   |
| Morning Journal.....                             | D. 75,000   |
| Journal.....                                     | S. 40,000   |
| News.....  | D. 75,000   |
| Sunday News.....                                 | S. 40,000   |
| Recorder.....                                    | D. 75,000   |
| Recorder.....                                    | S. 75,000   |
| Sun.....   | D. 75,000*  |
| Sun.....   | S. 25,000*  |
| World.....                                       | D. 75,000   |
| Evening World.....                               | D. 75,000   |
| World.....                                       | S. 75,000   |
| Morgen Journal.....                              | D. 40,000*  |
| Morgen Journal.....                              | S. 60,720*  |
| New Yorker Staats-Zeitung.....                   | D. 40,000   |
| Sonntagsblatt Der Staats-Zeit's.....             | S. 40,000   |
| Times.....                                       | D. 40,000   |
| Times.....                                       | S. 40,000   |
| Tribune.....                                     | D. 40,000   |
| Tribune.....                                     | S. 40,000   |
| Evening Post.....                                | D. 24,461*  |
| Morning Advertiser.....                          | D. 20,000   |
| Sunday Advertiser.....                           | S. 20,000   |
| New Yorker Herald.....                           | D. 20,000   |
| New Yorker Revue.....                            | S. 20,000   |
| Evening Telegram.....                            | D. 17,500   |
| Mail and Express.....                            | D. 17,500   |
| N. Yorker Tages-Nachrichten.....                 | D. 17,500   |
| Sonntags-Nachrichten.....                        | S. 20,000   |
| New Yorker Zeitung.....                          | D. 17,500   |
| America and Mercury.....                         | D. 12,500   |
| Sunday Mercury.....                              | S. 40,000   |
| Commercial Advertiser.....                       | D. 12,500   |
| New Yorker Volks-Zeitung.....                    | D. 12,500   |
| Sonntagsblatt.....                               | S. 12,500   |
| Jewish Times.....                                | D. 8,350*   |
| Journal of Commerce and Commercial Bulletin..... | D. 7,500    |
| L'Eco D'Italia.....                              | D. 7,500*   |

## SEMI-WEEKLIES.

|              |               |
|--------------|---------------|
| Tribune..... | Semi W. 7,500 |
|--------------|---------------|

## WEEKLIES.

|  |             |
|--|-------------|
| Tribune.....                                       | W. 150,700* |
| Argus.....   | W. 75,000   |
| Catholic News.....                                 | W. 75,000   |
| Christian Herald and Signs of Our Times.....       | W. 75,000   |
| Family Story Paper.....                            | W. 75,000   |
| Fireside Companion.....                            | W. 75,000   |
| Harper's Bazar.....                                | W. 75,000   |
| Harper's Weekly.....                               | W. 75,000   |
| National Police Gazette.....                       | W. 75,000   |
| Puck.....  | W. 75,000   |
| Street & Smith's N. Y. Weekly.....                 | W. 75,000   |
| World.....   | W. 75,000   |
| Christian Advocate.....                            | W. 48,500*  |
| Scientific American.....                           | W. 45,000*  |
| Frank Leslie's Illus. Weekly.....                  | W. 40,000   |
| Irish World and American Industrial Liberator..... | W. 40,000   |
| Judge.....   | W. 40,000   |
| Ledger.....  | W. 40,000   |
| Life.....  | W. 40,000   |
| Once a Week.....                                   | W. 40,000   |
| Town Topics.....                                   | W. 40,000   |
| Voice.....   | W. 40,000   |
| Witness.....                                       | W. 40,000   |
| Dramatic Times.....                                | W. 21,824*  |
| Printers' Ink.....                                 | W. 21,428*  |
| Boys of New York.....                              | W. 20,000   |
| Golden Hours.....                                  | W. 20,000   |
| Good News.....                                     | W. 20,000   |
| Harper's Young People.....                         | W. 20,000   |
| Illustrated American.....                          | W. 20,000   |
| Katholisch's Volksblatt.....                       | W. 20,000   |
| Observer.....                                      | W. 20,000   |

|  |                 |  |             |
|--|-----------------|--|-------------|
| New York City: <i>Outlook</i> .....                        | W. 20,000       | New York City: <i>People's Home Jour.</i> .....              | M. 308,333* |
| Rural New Yorker.....                                      | W. 20,000       | Illustrated Home Guest.....                                  | M. 204,66*  |
| Sun.....   | W. 20,000*      | Cosmopolitan.....  | M. 101,000* |
| Texas Siftings.....  | W. 20,000       | Queen of Fashion.....  | M. 98,858*  |
| Times.....   | W. 20,000       | Frank Leslie's Popular Monthly.....                          | M. 97,000*  |
| Truth.....   | W. 20,000       | Review of Reviews.....                                       | M. 85,000*  |
| Jewish Gazette.....  | W. 17,750*      | Century Magazine.....  | M. 75,000   |
| American Machinist.....                                    | W. 17,500       | Delineator.....  | M. 75,000   |
| American Woman's Illustrated<br>World.....                 | W. 17,500       | Demorest's Family Magazine.....                              | M. 75,000*  |
| Belletristisches Journal.....                              | W. 17,500       | Harper's New Monthly Mag. ....                               | M. 75,000   |
| Christian at Work.....                                     | W. 17,500*      | Housewife.....   | M. 75,000   |
| Churchman.....   | W. 17,500       | Judge's Library.....   | M. 75,000   |
| Courrier Des Etats-Unis.....                               | W. 17,500       | Modes and Fabrics.....                                       | M. 75,000   |
| Dramatic Mirror.....                                       | W. 17,500       | Scribner's Magazine.....                                     | M. 75,000   |
| Examiner.....  | W. 17,500       | S'day School Jour. for Teachers.....                         | M. 75,000   |
| Hebrew Standard.....                                       | W. 17,500       | Popular Educator.....  | M. 63,150*  |
| Independent.....   | W. 17,500       | Der Auswanderer (The Emi-<br>grant).....                     | M. 42,000*  |
| New Yorker Staats-Zeitung.....                             | W. 17,500       | Agents' Guide.....   | M. 40,000   |
| Amerik. Schweizer Zeitung.....                             | W. 15,000*      | American Agriculturist.....                                  | M. 40,000   |
| Christian Alliance and Mission-<br>ary Weekly.....         | W. 12,500*      | Current Literature.....                                      | M. 40,000   |
| Clipper.....   | W. 12,500       | Home and Fireside.....                                       | M. 40,000   |
| Courrier Des Etats-Unis.....                               | S. 12,500       | Modern Stories.....  | M. 40,000*  |
| Di-patch.....  | S. 12,500       | Our Country Home.....  | M. 40,000   |
| Freeman's Journal & Catholic<br>Register.....              | W. 12,500       | Outing.....  | M. 40,000   |
| School Journal.....  | W. 12,500       | St. Nicholas.....  | M. 40,000   |
| Spirit of the Times.....                                   | W. 12,500       | Teachers' Institute and Practi-<br>tical Teacher.....        | M. 40,000   |
| Standard and Music & Drama.....                            | W. 12,500       | Toilettes.....   | M. 40,000*  |
| Sunday Democrat.....                                       | S. 12,500       | Teachers' World.....   | M. 36,550*  |
| Turf, Field and Farm.....                                  | W. 12,500       | Art Amateur.....   | M. 22,458*  |
| Financier.....   | W. 12,000*      | Power.....   | M. 21,524   |
| Nation.....  | W. 10,234*      | Woman's Work for Woman.....                                  | M. 20,462*  |
| American Banker.....                                       | W. 8,100*       | Locomotive Engineering.....                                  | M. 20,302*  |
| Die Arbeiter Zeitung.....                                  | W. 8,000*       | Art Interchange.....   | M. 20,000   |
| American Economist.....                                    | W. 7,500*       | Church Union.....  | M. 20,000*  |
| Christian Inquirer.....                                    | W. 7,500        | Domestic Monthly.....  | M. 20,000   |
| Christian Intelligence.....                                | W. 7,500        | Fashion and Fancy.....                                       | M. 20,000   |
| Court Journal and Official Dis-<br>trict Court Record..... | W. 7,500        | Frank Leslie's Budget.....                                   | M. 20,000   |
| Electrical World.....                                      | W. 7,500        | Frank Leslie's Pleasant Hours.....                           | M. 20,000   |
| Eng'ring and Mining Journal.....                           | W. 7,500*       | Gameland.....  | M. 20,000*  |
| Evangelist.....  | W. 7,500        | Guldhwaite's Geograph'l Mag. ....                            | M. 20,000   |
| Forest and Stream.....                                     | W. 7,500        | Good Roads.....  | M. 20,000   |
| Herald.....  | W. 7,500        | Home and Country.....  | M. 20,000   |
| Illustrated News.....                                      | W. 7,500        | Illustrated Companion.....                                   | M. 20,000   |
| Irish-American Club and So-<br>ciety Journal.....          | W. 7,500        | Internat'l Jour. of Surgery.....                             | M. 20,000   |
| Iron Age.....  | W. 7,500*       | L'art de la Mode.....  | M. 20,000   |
| Jewelers' Review.....                                      | W. 7,500*       | Le Bon Ton and le Moniteur de<br>la Mode.....                | M. 20,000   |
| Jewelers' Weekly.....                                      | W. 7,500        | North American Review.....                                   | M. 20,000   |
| Literary Digest.....                                       | W. 7,500        | Optician.....  | M. 20,000*  |
| Medical Journal.....                                       | W. 7,500        | Our Animal Friends.....                                      | M. 20,000*  |
| Medical Record.....  | W. 7,500        | Our Homestead.....   | M. 20,000   |
| Metal Worker.....  | W. 7,500*       | Puck's Library.....  | M. 20,000   |
| Musical Courier.....                                       | W. 7,500        | Quiver.....  | M. 20,000   |
| Puck (German).....   | W. 7,500        | St. Andrew's Cross.....                                      | M. 20,367*  |
| Rider and Driver.....                                      | W. 7,500        | Season.....  | M. 20,000   |
| Scottish American.....                                     | W. 7,500        | Short Stories.....   | M. 20,000   |
| Telegraph.....   | W. 7,500*       | Woodward's Musical Monthly.....                              | M. 20,000   |
| Union Printer.....   | W. 7,500        | La Mode de Paris.....  | M. 18,000*  |
| Vogue.....   | W. 7,500        | Carpentry and Building.....                                  | M. 17,500*  |
| Age.....   | W. 5,156*       | Cassell's Family Magazine.....                               | M. 17,500   |
| Dry Goods Economist.....                                   | W. 5,000*       | Drake's Magazine.....  | M. 17,500   |
| New Yorkin Lehti.....                                      | W. 5,000*       | Forum.....   | M. 17,500   |
| Railroad Gazette.....                                      | W. 5,000*       | Godey's Magazine.....  | M. 17,500   |
| SEMI-MONTHLIES.  |                 |  |             |
| American Medico-Surgical<br>Bulletin.....                  | Semi-M. 21,000* | Hours at Home.....   | M. 17,500   |
| American Analyst.....                                      | Semi-M. 17,500  | Munsey's Magazine.....                                       | M. 17,500   |
| American Gardening.....                                    | Semi-M. 17,500  | Phonographic World.....                                      | M. 17,500   |
| Advocate and Family Guard-<br>ian.....                     | Semi-M. 9,300*  | Sunny Hour.....  | M. 17,500   |
| Newsdealer's, Publisher's and<br>Stationer's Bulletin..... | Semi-M. 9,500*  | Musical Echo.....  | M. 16,500*  |
| Telegraph Age.....   | Semi-M. 8,000*  | Scientific American Architects<br>and Builders' Edition..... | M. 16,000*  |
| MONTHLIES.   |                 |  |             |
| Hearthstone.....   | M. 501,000*     | Dr. Foote's Health Monthly.....                              | M. 15,000*  |
| Metropolitan and Rural Home.....                           | M. 500,000*     | Journal of Balneology.....                                   | M. 15,000*  |
| Ladies' World.....   | M. 349,142*     | Paris Album of Fashions.....                                 | M. 13,000*  |
|  |                 | Engineering Magazine.....                                    | M. 12,500   |
|  |                 | Home Circle.....   | M. 12,500   |
|  |                 | Homiletic Review.....  | M. 12,500   |
|  |                 | Journal of the Telegraph.....                                | M. 12,500   |
|  |                 | Magazine of Art.....   | M. 12,500   |
|  |                 | University Magazine.....                                     | M. 12,500*  |
|  |                 | Welcome Friend.....  | M. 12,500   |

|   |            |
|---|------------|
| New York City : Safety Valve.....                               | M. 11,000* |
| Art in Advertising.....   | M. 10,830* |
| Tailor.....   | M. 10,500* |
| American Lawyer.....  | M. 10,250* |
| Confectioners' Gazette.....                                     | M. 10,000* |
| La Mode.....  | M. 10,000* |
| Romance.....  | M. 10,000* |
| Menorah.....  | M. 9,500*  |
| Merck's Market Report and<br>Pharmaceutical Journal.....        | M. 8,934*  |
| Roofers, Tinners and Sheet Iron<br>Worker.....                  | M. 8,200*  |
| French Dressmaker.....  | M. 8,000*  |
| American Woman's Journal and<br>the Business Woman's Jour'..... | M. 7,500   |
| Babyhood.....   | M. 7,500   |
| Baptist Home Mission Monthly.....                               | M. 7,500   |
| Business.....   | M. 7,500*  |
| Cassier's Magazine.....   | M. 7,500*  |
| Druggists' Circular and Chem-<br>ical Gazette.....              | M. 7,500   |
| Fancy Goods Graphic.....  | M. 7,500   |
| Hall's Journal of Health.....                                   | M. 7,500   |
| Ladies' Standard Magazine.....                                  | M. 7,500   |
| Lieber's Manual.....  | M. 7,500*  |
| Manufacturers and Builder.....                                  | M. 7,500   |
| Metronome.....  | M. 7,500   |
| Mission's Review of the World.....                              | M. 7,500   |
| Nineteenth Century.....   | M. 7,500   |
| Popular Science Monthly.....                                    | M. 7,500   |
| Rainbow.....  | M. 7,500   |
| Silver Cross.....   | M. 7,500   |
| Travelers' Official Guide.....                                  | M. 7,500   |
| Travelers' Ready Reference<br>Guide.....                        | M. 7,250*  |
| Builder and Woodworker.....                                     | M. 6,708*  |
| Capitalist.....   | M. 6,000*  |
| Revista Popular.....  | M. 6,000*  |
| Developer.....  | M. 5,000   |
| El Comercio.....  | M. 5,000*  |
| Gaceta Medico Farmaceutica.....                                 | M. 5,000   |
| House Furnishing Review.....                                    | M. 5,000*  |
| Preacher's Magazine.....  | M. 5,000*  |
| QUARTERLIES.  |            |
| Therapeutic Review.....   | Q. 25,000* |
| Church Sunday School Lessons.....                               | Q. 20,000  |
| Judge's Quarterly.....  | Q. 20,000  |
| Shoppell's Modern Houses.....                                   | Q. 13,500* |
| Quarterly Illustrated.....                                      | Q. 12,500  |
| Altruist Interchange.....                                       | Q. 10,000* |
| American Bank Reporter.....                                     | Q. 6,200*  |

Of the forty-eight dailies in New York City, twenty-five furnished no information concerning their circulation to the American Newspaper Directory for this year, although twice notified that there was an opportunity to do so.

The remaining twenty-three all sent replies of some sort, but eight only gave definite figures covering a full year, and these eight received the guaranteed rating to which they were entitled. The other fifteen furnished nothing definite—even after a second application, and were apparently unwilling to make known their exact circulation.

In the absence of definite information supplied from the office of publication, the highest rating accorded by the Directory is "A," explained by the key to mean exceeding 75,000 copies, and it is a rule adopted for the guidance of the editor of the Directory that

he must not increase the circulation rating of a newspaper on information furnished by the publisher of that paper, unless it is in a form so definite that it will be safe for the Directory to guarantee its accuracy by the usual \$100 forfeit. By this no more is meant than that, although a publisher's statement will be relied upon, it must be so definite that there can be no doubt at all about what he meant to say, so that, in the event of any one proving the statement to be false, there will be no evasion on the publisher's part on the ground that he didn't say actually what he seemed to say, or that he didn't exactly mean what the words would convey if literally interpreted, or that, although the report came from his office, it was not signed by anybody who had a right to sign it. No publisher who knows what his edition has been for every issue for a year (a full year actually past), and is willing to tell and sign the statement, has any trouble about securing an absolutely accurate rating in the Directory. That is all there is to it.

The eight daily papers in New York City which alone out of 48 furnished definite information were these :

New York Evening Post,  
Jewish News,  
L'Eco D'Italia,  
Morgen Journal,  
New York Listy,  
New York Press,  
New York Sun,  
Evening Sun.

The *World* furnished figures that were sufficiently definite as to the total output of its morning and evening issues combined, but as they are separate papers the information so given was of no use to the editor of the Directory.

THE Penal Code of the State of New York, as amended in 1893, chapter 650, reads as follows :

Sec. 717a. Every proprietor or publisher of any newspaper or periodical who shall wilfully or knowingly misrepresent the circulation of such newspaper or periodical for the purpose of securing advertising or other patronage shall be deemed guilty of a misdemeanor.

This crime is punishable by imprisonment in a penitentiary or county jail, for not more than one year, or by a fine of not more than five hundred dollars, or by both.

## STATE YOUR WANTS IN AN ADVERTISEMENT.

WASHINGTON, D. C., June 19, 1894.

*Editor of PRINTERS' INK:*

I would like very much to connect myself with the business department of some good paper, in the hope, at some future day, of buying an interest in it.

Do you know of any openings anywhere, either among the dailies, weeklies or monthlies?

I have had wide experience as a writer, and could render valuable aid on the news and editorial sides.

I need hardly say that I should be prompt to reciprocate your kindness, in the event of your giving me a "tip."

Thanking you in advance, I remain,  
Very truly yours, L. C. F.

The thing for you to do is: state your wants in an advertisement in PRINTERS' INK. That is the business-like way of doing it. The result is likely to be more than satisfactory. A few days ago one of the richest and most experienced advertising firms in America applied to the editor of PRINTERS' INK to recommend some bright youth who, after becoming familiar with the business, might be competent to manage the advertising department. The reply was as in this case: state your wants in the advertising pages of PRINTERS' INK. The advertisement appears in this issue. The result will be satisfactory.—[Ed. PRINTERS' INK.]

## DO THEY MAKE EXCEPTIONS?

*Editor of PRINTERS' INK:*

Scott's Emulsion is running in *Orange Judd Farmer*, of Chicago, and a letter which appeared in PRINTERS' INK recently from the manager of that paper distinctly states that such commissions are not allowed advertisers direct. The advertising also appears in the *New England Farmer*, and a similar statement was recently made by its publishers in your columns.

Notwithstanding letters which have appeared in PRINTERS' INK, I think it can be proven that Col. Scott *does not place his advertising where he does not get agent's commission*. Possibly the business managers of the papers mentioned have been imposed upon by local representatives. At any rate I have every reason for supposing that the *Orange Judd Farmer* took the business from Col. Scott at as low a rate as it had accepted from the Bates Advertising Agency.

ANOTHER PUPIL.

The representative of the *Boston Globe* informs PRINTERS' INK that the *Globe* will not allow the agent's commission to Col. Scott, and that Col. Scott on that account declines to advertise in the *Boston Globe*.

The man who advertises what he does not perform commits business suicide. — *West Coast Trade, Tacoma, Wash.*

## ONE MAN'S IDEA OF IT.

THE PAPERS I'D USE TO REACH THE PEOPLE OF NEW YORK.

By John T. Nicholson.

(Manager Adv. Bureau *Clothes, Furnisher and Cloth Trade Review*, 13 Astor Place, New York City.)

Assuming that I am about to exploit an article that appeals to all, as, for example, *Ripans Tabulees*, I would first place a card in the *Daily News*, and I'd have the satisfaction of knowing that at least five-eighths of the time-saving thinkers in the metropolis would see it.

I'd repeat the operation in the *Evening Sun* and *Post* and the *Mail and Express*. My card for the *Advertiser* I'd hold for Saturday evening, selecting my space in advance. On the following Monday morning the *Times* and *Sun* would print my announcement, and the *World*, too, if I could locate it where I pleased. People are beginning to travel out of town; they buy *Puck*, *Judge* and *Life*. They'd find my card in each.

The *Herald* would print it, if I believed that my skill in arrangement and device could overcome the handicapping style of *Herald* set-up. Not on Sunday, however, but on, say, Tuesday.

Then, to close a week's work, I'd get at the "vest-pocket" vote by using the *Tribune* and the *Staats Zeitung*. If I sent copy to these journals I'd vary it to suit the temperament of the readers. Only one who has read the dailies long and faithfully and knows their "style" can do this, and I, at least, have read them and studied them for years.

If I sent a plate to all instead of copy, I'd spend a month possibly before I started out, devising such a one as would embrace clearness, boldness, brevity, convincing statement and interest.

It's a big field to cover, but this is how I'd cover it for the first fortnight at least, and if I couldn't prepare a taking ad myself I'd go to some past master of the art and pay him well to do it for me.

## TO INCREASE THE CONGREGATION.

A Minneapolis correspondent writes: "The matter of advertising the Sunday evening services has been taken up by the pastors of several of the prominent churches in this city, and every Saturday and Sunday large bulletins are placed in front of their churches, announcing in flaming letters, that may be read two blocks away, the subject for their evening discourse, time of service and pastor's name. Occasionally they also use the Saturday day dailies and run a two-inch display ad in the amusement columns. They also send out cards with the announcement of the services to hotels and boarding houses. The pastors in these churches claim that this method of advertising makes a decided increase in attendance."

## RATHER AMBIGUOUS.

The average woman considers a baby carriage a month before she buys one. It is the little suggestion which turns the possible customer in the direction of any particular store or article. This suggestion is generally the advertisement, which forces into the mind a not yet recognized desire. If the advertisement continues it is sure to strengthen and to live into life the germ which it planted the first time it was seen.—*Farm Machinery*.

## RATHER GOOD.

"THE SALT LAKE HERALD,"  
Lee Charles Miller,  
Dramatic Editor.]

SALT LAKE CITY, June 11, 1894.

PRINTERS' INK, 10 Spruce St., N. Y.

DEAR SIRS—You want new ideas in advertising. Here's one new to me, though it may be old as the hills, for all I know.

Some days ago I noticed on the streets of Salt Lake City a small sign in front of a store, containing the words: "Paint Shop." The sign was perhaps three feet high and two feet wide. The letters were in gold leaf, very simple, well proportioned to the size of the frame, and the background was of sanded black. I admired it for its simplicity and clearness. A day or two later I passed the door and noticed that a careless painter had left a pot of very bright red paint sitting on the top of the sign, his brush lying on top of the can, and all down the sign were streaks of this bright red paint, which had dropped from the bucket! Each drop had run down the sign, leaving a bright red rivulet behind it! For the next block or two I chuckled to myself, thinking how chagrined the painter would be when he found his pretty sign spoiled. Judge my astonishment the next day when I saw the paint pot still there, and examining more closely I found the paint pot carefully nailed to the sign, the brush carefully wired to the pot, and the careless drops very evidently made with artistic skill! That painter will get my next job.

L. C. MILLER.

## THE KEY TO SUCCESS IS NO BUTTON HOOK.

AKRON, O., June 11, 1894.

Editor of PRINTERS' INK:

Apropos of the friendly spirit of criticism for purposes of general improvement in advertising, I wish to submit a thought suggested by an ad, on page 739 of PRINTERS' INK, June 13th.

The *Philadelphia Call* ad is good, but what a key. Is the impression produced by such a cut beneficial to the ad?

My idea is that a cut, as a part of an ad, is designed first to attract attention to the ad, next to express something more explicitly or forcibly than words, or to cause a more lasting impression connecting the reader's mind with the matter expressed.

The *Call* says: "The Key \*\*\* is to use," etc., nevertheless, the impression is left that the *Call* is the key, and that it is a very simple, old-fashioned lock it operates, in fact one which might easily be opened by any other tool.

I would not carry the reverse to extremes, but it would seem that the *Call* has strained a point to represent "Successful Advertising" as a very crude, clumsy lock.

The impression left is that a fairly good button hook would perform the service of the key, and that the *Call* had by no means a monopoly of the privileges of entering.

The cut very likely attracts attention to the matter, but it doesn't appear to express the thought that the *Call* has any particular "pull," or has an "open sesame" at the disposal of its patrons not obtainable elsewhere.

We have all found it impossible to pick the lock on the vault of Popular Approval, we have found that many keys don't fit, that few really open it and I would not want to inform the public that I have a key—a poor one—but I would like them to try it, the lock may not be as difficult as it seems.

ONE OF THE MILLIONS  
THAT PRINTERS' INK MADE THINK.

## PATENT MEDICINE ADS.

In the columns of the *Journal of the American Medical Association*, recently, there has appeared considerable correspondence relative to the publication in the *Journal* of patent medicine advertisements. The *Journal* is controlled and maintained by the American Medical Association, and the ethical members claim that it is a violation of the code and derogatory to the professional standing to present advertisements of these secret preparations. For consistency, advertisements of this nature most assuredly should not appear in the official organ of the national association, but if such a policy should be decided upon and followed out we fear that a large number of physicians throughout the country will not be induced to discontinue the use of proprietary articles, but will keep right on in the course they are now pursuing. It is a statement which we believe can be proven by the examination of the prescription files of drug stores throughout the country, that 25 per cent of the prescriptions received from physicians specify some sort of proprietary preparation. — *The Pharmaceutical Era*, June 1st, 1894.

## NOT EASY TO SUIT EVERYBODY.

The Keystone Watch Case Co. recently arranged with a few publishers to insert an advertisement of the watch called "The Keystone," and pay for the insertion with a watch. This, it would be expected, would benefit local dealers, as whatever is advertised is supposed to sell more readily on that account. In this instance, however, some local dealers took the ground that the method of paying for the advertising was "a slap in the face." "The Keystone Watch Case Co. has injured me," says one. "My sale of a watch to the printer has been defeated."

## NEWSPAPERS OF NEW MEXICO.

The *New Mexican* is undoubtedly more generally circulated in the Territory than any other paper, while the *Optic* of Las Vegas will come second, the *Democrat* and *Citizen* of Albuquerque third.—Wm. H. Mullane.

## POETRY FORGED BY A BLACKSMITH.

A little bit of advertising,  
A little printers' ink,  
Will weld a chain of patronage,  
Link by link.

—A. D. Smith, Joliet, Ill.

CLASSES BEES WITH SHEEP, CATTLE  
AND HORSES.

Out here, in the wild and woolly West, we class sheep and cattle and horses as live stock, just as much as we do bees.—Patrick V. Collins, the Swede of Minneapolis.

## THE WE EXPLAINED.

KINLWORTH, Ill., April 15, 1894.

DEAR SIR—By this mail we send you in separate wrapper a copy of our paper. We would like to secure an advertisement from you. Our circulation is — and our influence is —. We are a boy 12 years old.—*Peoria Herald*.

Solicitor—What paper does your neighbor take?

Irate Citizen—Mine, I guess. I can't find it more'n half the mornings since he moved in.—*Memphis Scimitar*.

**A** PARIS, France, storekeeper who advertises goods "at cost" is made to suffer imprisonment if he does not do so.—*The Commercial Union.*

**T**HE Toledo *Daily Blade* makes a specialty of "Too Late to Classify" ads. Sometimes they have between seven and eight columns of "Too Late to Classify."

**A** POPULIST newspaper in North Dakota has "come out strong" against teaching school children anything about the computation of interests or discounts, on the ground that the "collection of any interest for the use of money is a crime against humanity."—*Bangor Commercial.*

**A** FIRM in Toledo, Brown, Eager & Hull, have a novel way of getting people to look into their show window. They have a ladder with eight frogs hanging on it, each frog is labeled with the name of one of the ball clubs in the Western League. Every day they change the frogs to their right place according to their percentage.

"You'd better let some other man prepare you're little ads."

The Philadelphia *Call* offers its advertising patrons the gratuitous services of a competent advertising man, who suggests style or subject-matter for advertisements, and writes them up. A postal-card addressed to the office brings a visit from the ad smith.

The editor of PRINTERS' INK was standing at a news stand at a prominent station on the Sixth Avenue Elevated in New York, and looking at the piles of periodicals offered for sale. "Are the cheap magazines killing the high-priced ones?" he asked of the boy. The answer was short, but definite and to the point.

"Yes!"

The average edition of PRINTERS' INK for one year preceding June 1, 1894, was 15,000, and for three months preceding June 1, 18,050 copies.

These figures were ascertained for the purpose of making a report for Lord & Thomas' Directory of the American Press and N. W. Ayer & Son's American Newspaper Annual. New York, June 7, 1894.

IT is some time since we have had anything as clever as a recent scheme for advertising a German novel. A card appeared in the personal columns of newspapers stating that a man of means was looking for a woman possessing the characteristics of the heroine of a certain new novel, with an eye to matrimony. The names of both were mentioned. The book had to be read to see what was required, and it went like hot cakes.—*Boston Journal.*

A RATHER novel advertising scheme took place in Rockland during the recent newspaper war in that city in which the two morning dailies, the *Star* and the now defunct *Sun*, were the competitors. One of the papers made an arrangement with a certain merchant that when so many dollars' worth of goods were purchased the customer was to be given a subscription to the paper, and when this circumstance occurred a big bell in front of the store was rung for several minutes. The ding dong of this bell rather startled strangers unfamiliar with its intent.—*Bangor (Me.) Commercial.*

## Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

### WANTS.

**U**SE the Persian Corn Cure.

**P**ROCURE estimates of Dodd's Agency, Boston.

**A** DR. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

**A** DR. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

**A** DR. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

**A** DR. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

**T**HE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

**U**SED COLUMBIAN postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

**I**LLUSTR'D features for newspapers and advts.

HARPER ILLUSTRATING SYN., Columbus, O.

**A** GENTS wanted. Samples and terms free. Send 5c postage. SWANK MFG. CO., Fremont, O.

**W**ANTED—Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved.

O. L. MOSES, 122 Nassau St., N. Y.

**W**ANTED—A man who can sell as good a news

ink for 30 cts. a pound as I can for 4cts.

WM. JOHNSTON, 10 Spruce St., N. Y. City.

**S**MALL TALK ABOUT BUSINESS. A

catchy booklet tells about it—sent free.

FREMONT PUBLISHING CO., Fremont, Ohio.

**S**MALL TALK ABOUT BUSINESS. By MALL.

Paper, 10 cents; cloth, 75 cents. FRE-

MONT PUBLISHING CO., Fremont, Ohio.

**W**ANTED—First-class newspaper artist, who

can handle considerable outside work at

reasonable figures. Address "PROMPT PAY,"

care Printers' Ink.

**A** N elegant embossed cover on a catalogue in-

sures it from the waste basket. It is our

business to design and execute. Write for esti-

mates. GRIFFITH, AXTELL & CADY CO.,

Holyoke, Mass.

**W**ANTED—Position as business manager or

advertising manager on daily newspaper,

by gentleman who is now acting as general man-

ager of a daily. Address "COMPTEK," Printers'

Ink, New York.

**D**RINTER in established business in the Rocky

Mountains wants partner with \$5,000

on Republican daily. Practical printer or news-

paper man preferred. Climate can't be beat.

P. D. Q., "Printers' Ink."

**I**HAVE been very successful in an advertising

I way, and want position as advertising man-

ager for first-rate newspaper or business house.

With such concerns correspondence is solicited.

"C. B. A." care Printers' Ink.

**F**irst class

**A**DVERTISING SOLICITOR

wanted on Al publication.

Address, with particulars,

"DOUBLEYOU," care Printers' Ink.

**W**ANTED—Experienced party, with ready

cash, to join me in purchase of a very de-

sirable Western general advertising agency, now

doing a fine business. Address FRED E. GRANT,

1523 Montgall Ave., Kansas City, Mo.

**W**ANTED—A man who has had experience in

the circulation department of a daily and weekly cir-

culation. This will be a rare opportunity to

right party. Address THE TOLEDO COMMERCIAL CO., Toledo, Ohio.

**W**ANTED—Hardware Clerks, increase your

income by showing THE HARDWARE DEALERS'

MAGAZINE to your local hardware merchants

and manufacturers. Subscription, \$1.00 a year.

Liberal commissions. For sample copy, terms, etc., address D. T. MALLETT, Publisher, 75 Beale

Street, New York.

**M**ORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 327 Broadway, New York.

**W**ANTED—Newspaper man, an experienced, up-to-date and well acquainted newspaper man, who can give a portion of each month to the sale of specialties to newspapers. Will prove time profitably spent. A desirable opportunity for a publisher who is a hustler and can leave his business for a few days at a time. Address "SPECIALTY," care Printers' Ink.

**W**HAT can we do for you in Washington! Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Departments. Save yourself a trip to the Capital by writing to ASSOCIATED TRADE & INDUSTRIAL PRESS, 918 F St., N. W., Washington, D. C.

**A**NY retail dealers using a stated size space in their local papers may, by a new idea, make their ads more prominent and effective than any ads in the paper. Expense is light compared with increased effectiveness given thereby. Send clipping of ad, or better still, copy of paper, and get particulars. Be quick and get ahead of the rest. W. MOSELEY, Box G, 488, Elgin, Ill.

**W**HE have a unique idea in the way of advertising cuts something different from those with which you are familiar. If you want a refreshing change, write us. It will cost you nothing to see what most advertisers regard as the most "taking" novelty in this line. In writing give the counterfeiter, "B. & W." HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

**C**ORRESPONDENTS WANTED—Everywhere! Bright, young newspaper men and actresses paraded and new items daily that are exactly in PRINTERS' INK's line. They must be of interest to advertisers. All such items are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to PRINTERS' INK, New York.

**A**DVERTISING writer and manager wanted. A large manufacturing company, well known to liberal advertisers, want a bright, clever young man, capable of preparing strong advertisements and readable write-ups, and who has business ability enough to gradually be intrusted with the handling of the advertising department. It is a good chance for a young man of ability. Salary, \$1,200 to \$1,500 per year to start with, and advances according to ability developed. If the applicant can bring a personal recommendation from the editor of PRINTERS' INK, the same will have weight. Address "BICYCLE," care Printers' Ink.

♦♦♦  
TO LET.

**V**ICK'S MAGAZINE. Space.

**V**ICK'S MAGAZINE. Space.

**V**ICK'S MAGAZINE. Space.

**V**ICK'S MAGAZINE. Space.

**A**DVERTISING space in ST. NICHOLAS.

**T**O LET—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light; size about 25x40. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address GEO. P. ROWELL & CO.

♦♦♦  
ADVERTISING CONSTRUCTORS.

**S**T. NICHOLAS.

**C**AREFUL service at Dodd's Agency, Boston.

**U**PTO-DATE ads. They'll please you. DUDLEY PORT, N. Elm St., Westfield, Mass.

**I**f you want a handsome little book, we will do the work, printing and all. WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.

**W**E have turned out more ads and better ones than any other house in the business. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

**\$5.00** PAYS for "copy" for an attractive little booklet. Send particulars and a check. I'll please you. Printing if desired. W. ENNES, P. O. Box 152, New York.

**W**OOLFOLK writes straight business ads—the kind you want. Suppose you try him. You don't pay unless they suit you. CHAS. A. WOOLFOLK, 446 West Main St., Louisville, Ky.

**B**USINESS BOOKS—All you do: send particulars. I write, illustrate and attend to printing. 5,000 books, 4 illustrations, \$65; 10,000, \$90. Other people like 'em. WALTER W. BRETT, 335 Central Park, West, N. Y. City.

**"B**OOK of Ideas for Advertisers." 50 illustrations. 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 25 cents postpaid. D. T. MALLETT, publisher, 78 Reade St., N. Y.

**"A**DS that sell goods."

CHARLES AUSTIN RATES,  
VANDERBILT BLDG.,  
NEW YORK.

**T**HE power of words, when rightly used, is infinite. Skilled physicians know what words to select when writing prescriptions, and I know the proper words to use in advertisements, circulars, booklets. May be you want some writing done. My prices are right. BERT M. MOSES, Box 223, Brooklyn, N. Y.

**A**DVTG. manager of Chicago, St. Paul, Minneapolis & Omaha R'y writes: "I have your bright little brochure entitled 'Business Booklets,' and I want to tell you it is clever, catchy and highly successful advertising. I am sufficiently interested in it to read it through from start to finish again, having done that once already. Don't usually pay that time to more pretensions works." 2c. stamp for postage gets it. JED SCARBORO, Box 63, Station W, Brooklyn.

♦♦♦ MISCELLANEOUS.

**S**T. NICHOLAS.

**U**SE the Persian Corn Cure.

**V**ICK'S MAGAZINE A1 + 1 - 0 = 200,000.

**V**ICK'S MAGAZINE A1 + 1 - 0 = 200,000.

**V**ICK'S MAGAZINE A1 + 1 - 0 = 200,000.

**V**ICK'S MAGAZINE A1 + 1 - 0 = 200,000.

**R**Eliable dealing with Dodd's Agency, Boston.

**V**AN BIBBER'S  
Printers' Rollers.

**B**OOKBINDING without machinery. Instruction book, 50 cents. NEWS, Thayer, Kan.

**S**END cabinet photograph and 35c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

**T**ERRIFF'S perfect washing machine will boom your circulation. Write for particulars and prices. PORTLAND MFG. CO., Portland, Mich.

**N**OTICE TO STOCKHOLDERS.—A special meeting of the stockholders of the Bipart Chemical Co. will be held on Wednesday, the eleventh day of July, 1894, at 12 o'clock noon, at its office, at No. 10 Spruce Street, in the city of New York, N. Y., for the purpose of voting upon a proposition to increase its capital stock from fifty thousand dollars, consisting of five hundred shares of the par value of one hundred dollars each, to one hundred thousand dollars, to consist of one thousand shares, of the par value of one hundred dollars each.

GEORGE P. ROWELL,  
CHARLES N. KENT,  
OSCAR G. MOSES.

A majority of the Directors.  
New York, June 30, 1894.

## ADVERTISING AGENCIES.

A LL take ads for VICK'S.

A LL indorse ST. NICHOLAS.

G IVE Dodd's Agency, Boston, a trial.

G EO. S. KRANTZ, special advertising agent for N. Y. dailies. 102 W. 14th St., N. Y.

NEWS PAPER Advertising and Purchasing Agency. 19 East 14th St., New York.

ADVERTISING. City and country papers. See GEO. W. PLATT, 12 Broadway, N. Y.

100 LEADING dailies, circ. 6,000,000; \$5 rate. FLETCHER ADV. AGENCY, Cleveland, O. If you wish to advertise anything anywhere at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency, WILLIAM HICKE, proprietor, 132 Nassau St., New York.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 112-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

THE INTER-STATE ADVERTISING AGENCY, Kansas City, Mo., offers general advertisers a good service on reasonable terms for Western publications. We prove our work. If you wish to enter this field, write to us.

## NEWSPAPER INSURANCE.

INSURE present and future business by using ST. NICHOLAS.

ILLUSTRATORS AND ILLUSTRATIONS, ST. NICHOLAS.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

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FOR magazine illustrations, H. SENIOR & CO., 10 Spruce St., N. Y.

DRAWINGS and designs for advertising and illustration. E. LUTZ, East Andover, N. H.

BILLPOSTING AND DISTRIBUTING.

VICK'S 200,000 beats billposting, coz it's permanent.

R. H. JOHNSTON, advertising distributor, 1531 Franklin Ave., St. Louis, Mo.

## PREMIUMS.

PREMIUM users, write to KUHN & CO., Mo-line, Ill.

VICK'S MAGAZINE (200,000) is an attractive premium. 38 Times Building, N. Y.

VICK'S MAGAZINE (200,000) is an attractive premium. 38 Times Building, N. Y.

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VICK'S MAGAZINE (200,000) is an attractive premium. 38 Times Building, N. Y.

"BOX o' Brownies" (rubber stamps, retail \$2.50). EAGLE SUPPLY CO., New Haven, Ct.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 142 Worth St., New York.

SEWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

ST. NICHOLAS celebrated his twenty-first birthday so successfully that the first edition of the November number is all sold.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

A D writers and compositors will be well paid by contesting for the special premiums offered for specimens of their skill in the INLAND PRINTER for June. Send 20 cents for sample copy. Published June 1. Six prizes offered. THE INLAND PRINTER CO., 212-214 Monroe St., Chicago.

## ADVERTISING NOVELTIES.

ADVERTISING rates invariable in ST. NICHOLAS.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

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VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

SEWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

CLOCKS—All kinds, from the humble alarm to the stately "Grandfather." Special designs made to order. H. D. PHELPS, Ansonia, Conn.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

I HAVE had placed in my hands for sale what I consider a very clever card novelty, or novel card for advertisers' use. It is good for most any line, but especially applicable to hats, shoes, jewelry, groceries, liquors, men's furnishings, cigars, clothing, tailoring, shirts or drugs. The cards will be sold to only one man in each town, and I feel very certain they will make that man locally famous. The design is humorous in the extreme, but not silly. It is exactly the sort of thing to cause talk. There's just enough of a "sell" about it to make it take immensely. Sample sent on receipt of business card. The cards are not expensive, and will be sold in lots to suit the buyer. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

## ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

15,000 LADIES' ADDRESSES corrected to March 1, 1894. All buyers by mail. This list never sold before. \$3.00 per 1,000. F. FERRIS, Kingston, N. Y.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 118 Dearborn St., Chicago, Ill.

## STREET CAR ADVERTISING.

A. J. JOHNSON, 36 Broadway, New York City.

WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

FOR Street Car Advertising, everywhere, F. GEO. W. LEWISCO, Girard Bldg., Phila., Pa.

BIG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. COHN BROS., Temple Court, N. Y.

## FOR SALE.

**A**DVERTISING space in ST. NICHOLAS.

**A**DVERTISE with Dodd's Agency, Boston.

**\$1** BUYS 4 lines, 50,000 copies proven.  
WOMAN'S WORK, Athens, Ga.

**30,000** LETTERS '96 and '96. A. B.  
DODGE, Manchester, N. H.

**A**WELL-PAYING newspaper and job printing  
plant for sale or to lease. German and En-  
glish weeklies, near New York. Address "K. O.",  
care Printers' Ink.

**F**OR SALE—Very cheap, an afternoon news-  
paper, published in a prosperous city. For  
particulars address "AFTERNOON PAPER,"  
care Printers' Ink.

**H**ANDSOME illustrations and initials for mag-  
azines, weeklies and general printing, ac-  
per inch. Sample pages of cuts free. AMERI-  
CAN ILLUSTRATING CO., Newark, N. J.

**F**OR SALE—Large, vigorous, prosperous coun-  
try weekly. Plant nearly new. Interview  
at Asbury Park, July 2-6. Address "OVER-  
WORKED OWNER," care Printers' Ink, 10  
Spruce St., N. Y.

**F**OR SALE—The Elk Rapids (Mich.) PROGRESS.  
Twenty years old. Fine job and advertising  
patronage. Republican town and county. In  
health, cause of selling. Address BENJ. F.  
DAVIS, as above.

**F**OR SALE—Monthly paper; 7,000 paid sub-  
scribers; lots of adv.; 500 cuts; 5,000 fresh  
addresses; 8x12 rotary press, and type enough  
for a 16-page 64-column paper; all for \$600.  
LOCK BOX 48, Lakeport, N. H.

**F**OR SALE—Half interest in a prosperous, high-  
class monthly, circulation 50,000. Good ad-  
vertising patronage. Premium department  
alone worth \$3,000 a year. Good reason given  
why one partner must retire. Address "P. C.",  
care Printers' Ink.

**F**OR SALE—A web perfecting press and stereo-  
typing outfit; will run at a speed of 6,000  
6, 7, 8 or 9-column 4-page papers per hour, col-  
umns 22 inches long. New within four years.  
Will be sold cheap. For particulars address  
EVENING EXPRESS, Portland, Me.

**F**INE job plant for sale. A complete job print-  
ing office, which will inventory about \$4,000,  
will be sold for \$1,500, on condition that it be  
moved away. The owner has another job office  
in same town, materials being largely dupli-  
cated, which explains low price. Address "F.,"  
care Printers' Ink.

**F**OR SALE The undersigned owns, and has  
owned for twenty years, 12 lots in that part of  
Jersey City known as Marion, and wants to  
sell them at a price. The buyer need not pay  
much money down; just enough to convey the  
assurance that the new man will hereafter re-  
lieve me of the obligation, that has become tire-  
some, of paying taxes on property that produces  
no income. To see a map or for other informa-  
tion, call on Geo. P. Rowell, No. 10 Spruce St., N. Y.

## SPECIAL WRITING.

**T**HAT tired feeling is cured by my "ed. copy."  
It makes the editor laugh. G. T. HAM-  
MOND, Newport, R. I.

**F**OR special writing of any kind, poems for  
special occasions, stories, essays, descriptive  
articles, address "MARGRET HOLMES," 91  
Highland Place, Indianapolis, Ind.

## SUPPLIES.

**V**ICK'S MAGAZINE supplies customers.

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**V**ICK'S MAGAZINE supplies customers.

**V**AN BIBBER'S  
Printers' Rollers.

**Z**INC for etching. BRUCE & COOK, 190  
Water St., New York.

**A**DVERTISING supplies business when nothing else will. Try ST. NICHOLAS.

**S**TONG SLAT cases, wood type and borders. My prices will suit customers. HEBER WELLS, 157 William St., New York.

**100,000** 6x9 circulars, printed in any style and illustrated, white or colored, \$28.00; 50 M for \$15.00. LANDON PTG. CO., Columbus, Ohio.

**T**HIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD, 10 Spruce St., New York. Special prices to cash buyers.

**C**IRCULAR letters reproduced and addresses inserted \$7.50 per M. Experts can scarcely tell it from genuine typewriting. G. P. VAN WYE, Masonic Temple, Chicago.

**P**APE DEALERS—M. Plummer & Co., 45 Beckman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

**W**ARD'S imported note paper ("Old English Vellum"), 20 cents pound, cut any size. Envelopes to match. Send for sample. ALBERT B. KING, 57 and 59 William St., N. Y.

**N**EWS PAPER bags of new design for use by carriers and newsboys. Capacity twice the old style. Durable, waterproof and a "great adv." Write for miniature sack. R. GODSALL & CO., 164 E. Mound St., Columbus, O.

**I**t is not easy to make money now. Economy is the order of the day. One must save at every point. If one can buy a thing for spot cash at half the usual price, it will be better to pay cash, even if the money for the purpose has to be borrowed. I offer to printers a chance to economize in buying of inks. As a general rule, Printing Inks cost the manufacturer less than a quarter of the money they are sold for. The surplus goes to cover bad debts, fee pressmen and pay salesmen's traveling expenses and salaries. I avoid all these outgoes, and that is the reason why I can sell News Ink so cheap. The News Ink I sell at 4 cents a pound in 500-pound barrels, or 6 cents a pound in 25-pound kegs, is the best that is made anywhere in this world at any price.

No one can buy for 10, 15, 20 or 25 cents a pound a better ink than I sell for 4 cents. Since I began selling ink in January last I have sold to 325 people, in 38 States and Territories, and 2 provinces of the Dominion of Canada, and have not had a single case where the buyer was willing to part with the ink and receive his money back. I am now selling more ink every day than the total of my sales for the first month. Does not this indicate that the way to get good news ink cheap is to send a check for \$20 for 500 pounds, or \$5 for 100 pounds, or \$1.50 for 25 pounds, to WILLIAM JOHNSTON, Foreman of Printers' Ink Press, No. 10 Spruce St., New York?

## ELECTROTYPE.

**VICK'S MAGAZINE**, N. Y. Has all sorts of floral electrotypes.

**VICK'S MAGAZINE**, N. Y. Has all sorts of floral electrotypes.

**VICK'S MAGAZINE**, N. Y. Has all sorts of floral electrotypes.

**VICK'S MAGAZINE**, N. Y. Has all sorts of floral electrotypes.

After you have received prices from every one else write me, telling just what you desire, and see how much money I will save you. E. T. KEYSER, 15 Beckman St., N. Y.

**GET** manufacturers' prices, wood or metal. Our patent metal base is the best on the market. Large facilities; superior work. WM. T. BARNUM & CO., New Haven, Conn.

**THE** best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and also furnish electros. Address WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.

**CELLUTYPE** is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellutype and cellulite machinery manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

## ADVERTISING MEDIA.

**OUR HOME**, Rose, N. Y.; 10,000 monthly; two lines one year, \$1.00; 8c. line.

**PERSEIAN** Corn Cure. Samples free. Send address to M. COHN, 332 W. 51st St., N. Y.

**ADVERTISERS' GUIDE**. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

**WAREHOUSE DEALER'S MAGAZINE**. Send for adv. rates and copy. 78 Read St., N. Y.

**I COVER** the State of Indiana. 13 leading dailies. FRANK S. GRAY, 12 Tribune Bldg., N. Y.

**A NY** person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

**DOMINION** Newspaper List (60 weekly papers). Sworn circulation 32,226. CANADA READY PRINT CO., Hamilton, Ont.

**ADVERTISERS**—Only 10 cents per line; circulation 20,000. Best medium on earth. CHIPE'S COMMERCIAL REPORTER, Marion, Ind.

**THE OPTICIAN AND JEWELER** guarantees circulation 25,000 copies each month among people who buy. 96 Maiden Lane, New York.

**THE METROPOLITAN AND RURAL HOME**, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

**THE HEARTHSTONE**, 225 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

**JEWEITTIKER**! It's hot, but not too hot to remember HOMES AND HEARTS; household monthly; 40c. line; yearly, \$3c. Send to WATENBERG'S AGENCY, 21 Park Row, N. Y.

**ADVERTISING** in newspapers of "known circulation" means "BUSINESS." For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

**CHURCH MAGAZINES**. An effective medium, reaching 35,000 Philadelphia homes. Twenty magazines published for leading churches by the Church Press Association, Incorporated. 10 So. 13th St., Philadelphia, Pa.

**ADVERTISERS** are finding that the Manchester SATURDAY TELEGRAM pays. Summer rate only 10 cents per line. Sworn circulation for April over 70,000 per issue. Send all orders for advertising to N. Y. Office, 517 Temple Court. C. E. KLLIS, Manager.

**THE SILVER CROSS**, of 158 W. 23d St., N. Y., is the King's Daughters' magazine. The manufacturers of Bon-Ami say: "It has been the means of introducing our goods into hundreds of cities where we were not previously doing business." May we send you a copy?

**READY PRINTS**—All sizes; low prices; varied features; special news service. UNION PRINTING COMPANY, 15 Vandewater St., N. Y.

**FRATERNITY PAPERS**—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$35. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

**BECAUSE** the Democratic party has gone mad it is no good reason why new enterprises should not be started. In truth, it seems to us that the present is a good time to start weekly papers if you are not enough to back up our plan. We furnish everything except a few locals. We send you each week 1,000 half-printed 16 pages, illustrated, at about the cost of the white paper. Send to W. P. WHEELER, 132 Nassau St., N. Y.

**ARE** you advertising in Ohio? We take it for granted that you are, and invite your attention to three leading papers in three leading cities, viz.: Toledo, EVENING NEWS, 10,000 daily; Dayton, MORNING TIMES and EVENING NEWS, 14,000 daily; Youngstown, VINDICATOR, 7,800 daily. They are the representative family newspapers of their respective cities. Taking them up individually, the Toledo NEWS has the largest local circulation of any Toledo newspaper—that's the NEWS' strong point. In Dayton, with its 80,000 people, the MORNING TIMES and EVENING NEWS are old-established papers and have always enjoyed the confidence of the best people in Dayton to a marked degree. When used together the NEWS and TIMES thoroughly cover this section at a nominal cost. The VINDICATOR is admittedly the leading family newspaper in Eastern Ohio. Any further information may be obtained from H. D. LA COSTE, 38 Park Row, New York.

## BOOKS.

**"HOMELIKE HOMES,"** a book of plans, with exterior and interior views, for 50 cents. JOSIAH L. RICE, architect, Clinton, Iowa.

**DANGER SIGNALS**, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

## NEWSPAPERS AND PERIODICALS.

*Advertisements under this head, two lines or more without display, 20 cents a line. With display or black-faced type the price is 80 cents a line. Must be handed in one week in advance.*

## CALIFORNIA.

**LOS ANGELES TIMES** leads in Southern California. Sworn circulation 14,000 daily.

## CONNECTICUT.

## THE HARTFORD TIMES.

WILLIE O. BURR, Publisher.  
RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

Advertising rates the cheapest in the State, in proportion to circulation. You cannot afford to skip Connecticut. Send for sample copy and rate card.

PERRY LUKENS, Jr., New York Representative, 73 Tribune Building.

THE DAY. New London, is the only Eastern Conn. paper with use for a perfecting press.

## WEEKLY TIMES: Hartford, Conn.

### DISTRICT OF COLUMBIA.

A LERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

### GEORGIA.

THE ENTERPRISE, Smithville, Ga., all home print; 1,000 subscribers.

### KENTUCKY.

STOCK FARM, published at Lexington. "The Hub of the Horse Universe."

THE WEEKLY DANVILLE ADVOCATE covers the "Blue Grass." Annual rates, 10c. an inch.

### LOUISIANA.

THE SIGNAL, Crowley, proves 1,250 circ'd. 6 col., 8 p., all home print. Samples and rates.

### MAINE.

#### BANGOR COMMERCIAL

Daily average, nearly 5,000 copies.  
Weekly average, over 16,000 copies.

THE Daily and Weekly editions of the COMMERCIAL are larger than the corresponding editions of both the other papers in Bangor combined, and only one other paper in Maine has as large a circulation as the COMMERCIAL.

J. P. BASS & CO., Publishers, Bangor, Me.  
PERRY LUKENS, JR., New York Representative,  
73 Tribune Building.

### MASSACHUSETTS.

40 WORDS, 6c., 50cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

### MICHIGAN.

GRAND RAPIDS DEMOCRAT, the leading paper in Michigan, outside Detroit. 13,000 daily.

PROVED CIRCULATION for only 15c. a Line. Sample copies and proof of circulation free.  
"ONCE A MONTH," DETROIT, MICH.

PROBABLY in no other section of the country does a single newspaper stand out as prominently, when compared with other papers in the vicinity, as the DEMOCRAT, of Grand Rapids. It is the representative paper, not only of Grand Rapids, a prosperous city of 90,000, but of Western Michigan as well, and is admittedly the leading newspaper in the State, outside Detroit. It has all the features and requirements of a metropolitan paper, and fully up to the standard of the leading Detroit dailies in its technical, editorial and news departments. It has a daily circulation of 13,000, and thoroughly covers Grand Rapids and Northern and Western Michigan. Advertisers who cover this section testify to the value of the DEMOCRAT as a medium to reach the families. For prices address H. D. LA COSTE, 38 Park Row, New York.

### MINNESOTA.

MINNEAPOLIS TIDENDE has the largest circulation of any Norwegian-Danish paper in Minnesota.

The Housekeeper, Minneapolis,  
Minn.  
Proof on Application. Pays Advertisers.

### DULUTH.

Population to-day, 75,000.  
The most prosperous city in the country.

#### THE NEWS TRIBUNE IN ITS ONLY MORNING NEWSPAPER.

Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

PERRY LUKENS, JR., Eastern Representative.  
73 Tribune Building, N. Y. City.

### MISSOURI.

HEROLD DES GLAURENS, St. Louis, Mo. Est. 1850. Circulation 33,000. Brings results.

THE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

### NEW JERSEY.

#### THE EVENING JOURNAL, JERSEY CITY'S

FAVORITE FAMILY PAPER.  
Circulation, --- 15,500.  
Advertisers find IT PAYS!

### NEW YORK.

#### S. T. NICHOLAS.

VICK'S 300,000.  
East of Rockies, 184,519. Fact.

VICK'S 200,000.  
East of Rockies, 184,519. Fact.

VICK'S 200,000.  
East of Rockies, 184,519. Fact.

VICK'S 200,000.  
East of Rockies, 184,519. Fact.

T'HEE trial lines 25c. in Watertown (N. Y.) HERALD—30,000 readers.

FOR any good business it will pay to use THE CHRISTIAN ADVOCATE, New York City.

POWELL accords THE LE ROY GAZETTE largest weekly circulation in Genesee Co., N. Y.

NEWBURGH, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly JOURNAL.

THE LADIES' WORLD has had a paid average circulation (January to June, inclusive) of 263,750 copies per issue. No sample copies, but all circulation paid for in advance. Circulation will be still larger for last half of '94. Send for a copy and an estimate. S. H. MOORE & CO., New York.

F. M. LUPTON'S popular periodicals, THE PEOPLE'S HOME JOURNAL and THE ILLUSTRATED HOME GUEST. Strong circulation, 300,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address F. M. LUPTON, publisher, 106 & 108 Reade St., N. Y.

THE TROY PRESS. H. O'R. Tucker. A strictly high grade family daily. Eight pages. Advertising service the best. New York office 11 Tribune Building.

#### A COMPARISON.

During 1893 the New York EVENING POST contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

#### ADVERTISERS "Keep your eye on GODEYS"

because the reading public are getting, through us,  
"2 for the price of 1,"  
which means—"Practically your choice of any American Periodical Free."

PUBLISHERS SILVER CROSS, 120 W. 23d St., N. Y.:

GENTLEMEN:—

April 23, 1894.

We wish to congratulate you upon the great improvement in your paper, and we are pleased to find that it is a valuable advertising medium, going as it does to such a select and desirable constituency. It has been the means of introducing our goods in hundreds of cities where we were not previously doing business. Yours very truly, CHILDS & CHILDS,  
Mfrs. "Bon-Ami" Soap.



"While there's Life  
there's Hope."

28 West 23d Street, N. Y.

T. F. SYKES,  
Mgr. Advertising Department.

## NORTH CAROLINA.

**NORTH CAROLINA**—In its issue of July 4th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of North Carolina?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## NORTH DAKOTA.

**NORTH DAKOTA**—In its issue of July 4th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of North Dakota?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## OHIO.

**MUSKINGUM FARMER** for Southeastern Ohio.  
\$6 an inch this year. Zanesville, O.

**YOUNGSTOWN VINDICATOR**, 7,000 daily, 5,300 weekly. Leading newspaper in Eastern Ohio.

**DAYTON MORNING TIMES AND EVENING**

**NEWS**. Combined circulation 14,000 daily.

**OHIO**—In its issue of July 11th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Ohio?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

**D**O not forget that the **REPUBLIC-TIMES** has by all odds the largest circulation of any daily paper in Springfield or Clark County, Ohio, and that the character of its circulation is immeasurably superior to that of any other paper issued in that congressional district. The ad rate is low. WOMANKIND has great weight with its 350,000 women readers, because it is edited by women upon lines that interest women. If you are advertising a "fake" or a "scheme" don't ask for space in her ad columns, because you will not be able to get in. But if you are advertising on legitimate lines we will welcome you with a rate that will please you. GEO. S. RECK, Eastern Manager, 193 World Bldg., N. Y. City.

**A**RE you advertising in Ohio? We take it for granted that you are, and invite your attention to three leading papers in three leading cities, viz.: Toledo, **EVENING NEWS**, 10,000 daily; Dayton, **MORNING TIMES** and **EVENING NEWS**, 14,000 daily; Youngstown, **VINDICATOR**, 7,000 daily. They are the representative family newspapers of their respective cities. Taking them up individually, the Toledo News has the largest local circulation of any Toledo newspaper—that's the News' strong point. In Dayton, with its 80,000 people, the **MORNING TIMES** and **EVENING NEWS** are old-established papers, and have always enjoyed the confidence of the best people in Dayton to a marked degree. When used together these papers and the **VINDICATOR** cover the section at a nominal cost. The **VINDICATOR** is admittedly the leading family newspaper in Eastern Ohio. Any further information may be obtained from H. D. LA COSTE, 38 Park Row, New York.

## OKLAHOMA.

**OKLAHOMA**—In its issue of July 18th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Oklahoma?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## OREGON.

**OREGON**—In its issue of July 18th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Oregon?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## PENNSYLVANIA.

**SCRANTON (Pa.) REPUBLICAN** has the largest circulation of any Scranton paper.

"**Y**OUR paper is a hustler for orders."—J. J. BELL. This refers to **PARK'S FLORAL MAGAZINE**. The publisher guarantees 125,000 circulation each month. Advertising office, 517 Temple Court, New York City. C. E. ELLIS, Manager.

**PENNSYLVANIA**—In its issue of July 25th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Pennsylvania?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## RHODE ISLAND.

**THE NEWS**, Providence, R. I., every evening, ONE CENT. 10,000 circulation.

**NEWPORT DAILY NEWS**, a high-class paper for best readers. Established 1846.

**RHODE ISLAND**—In its issue of August 1st **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Rhode Island?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## SO. &amp; CEN. AMERICA.

**PANAMA STAR AND HERALD**—D. and w.; pub. at Panama; est. 1849. Eng. and Span. editions cover Mexico, Cent. and So. America. Cir., \$7,000. **ANDREAS & CO.**, gen. agents, 12 Broad St., N. Y.

## SOUTH CAROLINA.

**SOUTH CAROLINA**—In its issue of August 1st **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of South Carolina?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## SOUTH DAKOTA.

**SOUTH DAKOTA**—In its issue of August 8th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of South Dakota?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## TENNESSEE.

**TENNESSEE**—In its issue of August 8th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Tennessee?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## TEXAS.

ADVERTISING IN  
TEXAS SIFTINGS  
 PAYS

**THE POST: Houston, TEXAS**,  
Has a LARGER REGULAR ISSUE THAN ANY DAILY IN TEXAS, and is so guaranteed by Rowell's 1860 Director under a forfeit of \$100. S. C. BECKWITH, Sole Agent Foreign Advertising New York and Chicago.

**TEXAS**—In its issue of August 15th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Texas?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## UTAH.

**UTAH**—In its issue of August 15th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Utah?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## VERMONT.

**VERMONT**—In its issue of August 22d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Vermont?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## VIRGINIA.

**VIRGINIA**—In its issue of August 29th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Virginia?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## WASHINGTON.

## SEATTLE TELEGRAPH.

**SEATTLE TELEGRAPH**, the leading Democratic daily north of San Francisco.

**WASHINGTON**—In its issue of August 29th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Washington?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## WEST VIRGINIA.

**WEST VIRGINIA**—In its issue of August 29th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of West Virginia?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## WISCONSIN.

**EXCELSIOR**, Milwaukee. The leading German religious newspaper in Wisconsin.

**RACINE EVENING TIMES**, Racine, Wis. Circ'd under cash exc'ds 2,000 paid copies each issue.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Largest circulation of any English paper in Wisconsin.

**WISCONSIN**—In its issue of September 5th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wisconsin?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## WYOMING.

**WYOMING**—In its issue of September 5th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wyoming?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## CANADA.

**DOMINION OF CANADA**—In its issue of September 12th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of the Dominion of Canada?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

# Business.

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The current volume of the American Newspaper Directory,\* issued by Geo. P. Rowell & Co., is before us. It contains, we are told in the preface, the names of some 20,000 newspapers and periodicals. Of these the publishers inform us 3,175 have circulation ratings, the absolute correctness of which is guaranteed by the publishers of the Directory by \$100 forfeit in each case of error or misrepresentation discovered. For some time past it has been the rule of this publishing house to back its opinions on rating statements with money, not exactly as opinions are backed on the race track, but, nevertheless, in a way to make money talk. Of the other 17,000 publications we learn that the publishers of 5,205 furnished reports so indefinite as not to permit of any guarantee of their accuracy, and that the remaining 11,791, after being twice appealed to, preferred to withhold all information on the subject. From this it is evident that over one-half of the periodicals in the United States decline, for reasons best known to themselves, to report their circulation through this channel.

We learn that the information about circulation\* was gathered between October 15, 1893, and January 15, 1894. The circulation ratings given, therefore, are not the editions that the paper is now printing, but instead represent the issues for a whole year preceding some date between October 15, 1893, and January 15, 1894. The publishers are very careful to make these statements, so that no wrong conclusions may be drawn.

We are also favored by the publishers with some detailed particulars of the plan of annual revision that is followed in the production of this book. A great deal of painstaking effort would seem to be expended upon it. From some of the directions to the editor and others in charge of the work that are contained in this circular, it is fair to assume that some publishers of newspapers are tricky, and that they resort to loose and careless statements, in order to inflate their apparent circulation. It would seem to be the purpose of the publishers, by the directions given, to offset misrepresentations wherever possible to do so. It is significant, for example, that the publishers of this Directory find it necessary in these directions to lay down in precise terms a statement of the number of sheets to a quire and the number of sheets to a ream, for fear different standards in different localities may be employed in making returns.

The literary contents of the book are very similar to those which have appeared in other volumes the last few years, save that a very large amount of advertising is lacking, and the volume, therefore, is much curtailed in size. For this reason it is more convenient for handling by those who have occasion to use it.—*From Business, a practical journal of the office. May issue.*

\* American Newspaper Directory. Containing descriptions of newspapers and periodicals in Canada and the United States. Geo. P. Rowell & Co. Twenty-sixth Year. 1123 pp., 5½x8½, bound in cloth. Price, \$5.00.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL &amp; CO.,

EDITORS AND PUBLISHERS.

**137** Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

**138** Newspaper publishers who desire to subscribe for *PRINTERS' INK* for the benefit of their advertising patrons can obtain special terms on application.

**139** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$15, or a larger number at three dollars a hundred.

**140** Except by special assignment, *PRINTERS' INK* does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

**141** If any person who has not paid for it is receiving *PRINTERS' INK*, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: No. 10 SPRUCE STREET.

## CIRCULATION.

Average for last 13 weeks, - 18,261 copies

NEW YORK, JUNE 27, 1894.

THE selection of mediums is an all-important factor in the problem of advertising. The success of a good ad that is appropriately placed is assured.

THE advertisements of the Bovinine Company, now appearing quite extensively, are among the best to be noted at the present time in the columns of the press. It is said that they are placed by the Pettingill Agency of Boston. Whoever constructed them or placed them has done good work.

IN running an ad in a small space, the advertiser has more difficulties to contend with than he does when his announcement occupies a large space, and the reasons are apparent.

The ad which occupies considerable space is displayed by virtue of its vastness, if by nothing else; it cannot fail to attract a certain amount of attention; whereas the small ad must literally be sought after. To get the public to look for your announcement you must make your ad attractive in some way, if you don't use space enough to insure success. Obviate this disadvantage by having your copy of faultless construction, and change it as often as you can, so as to get the public to look for your ad in order to learn of some new feature of your business. They will never do this if you use a stereotyped ad.

ONE of the funniest things that *PRINTERS' INK* has seen for a long time is the closing sentence of the communication printed this week from its London correspondent. Mr. Russell appears to be really in earnest in expressing a belief that *Punch* is a funny paper.

A BELIEF common among some business men is that they can do advertising by guess work, and that advertising is a lottery at best.

Guess work advertising is indeed a lottery; but legitimate advertising that is conducted upon a systematic basis is free from all elements of chance.

THE pamphlet entitled "Ideal Business Literature," which Henry O. Shepard & Co., Chicago ad writers, are sending out to solicit patronage, attains the height of ideal business literature. It is well written; the general appearance is dignified; the press-work, paper and illustrations are faultless. Any one might feel justly proud in presenting such a sample of work to prospective patrons.

THE circulation ratings of juvenile publications (catalogued in the American Newspaper Directory for 1894) show that the seventy-two papers of this class issue regularly more than a million and a quarter copies every issue. The editor of the Directory states that to no more than one other class list is so large an average circulation accorded. One-third of all the circulations of juvenile publications belongs to a single publication.

SOME one recently advertised a lawn mower in the *American Grocer*, and was so much surprised to find that it was seen and read there and that grocers had lawns, that he felt obliged to write to the editor about it. The fact is, that trade and class papers are about the best read of any, and by the most intelligent and prosperous people in the community. The object of advertising is to get customers rather than to enlighten competitors. A miller's advertisement in the *Haberdasher* or *Jewelers' Weekly* will be more likely to secure the attention of buyers and consumers of flour than the same advertisement in papers that are read only by millers, each one of whom doubtless claims to put out a better brand of his own.

## THE JUVENILE PRESS.

The short essays and catalogues appearing in *PRINTERS' INK* from week to week, and intended to aid advertisers in making a judicious selection of the separate classes of papers dealt with, will eventually be published in book form. All newspaper facts and statistics are from the *American Newspaper Directory* for 1894.

There are 72 newspapers and magazines devoted to the amusement and instruction of children and young people. Among them will be found one or more adapted to all ages, from the A, B, C upwards. It is obvious that these papers, to an unusual extent, may be considered, from an advertiser's standpoint, as "household journals," and it is also a little remarkable that in this list appears the one weekly having, without question, the largest circulation of any weekly in America.

The following is a list of all credited with a circulation of more than 2,500 each issue.

Circulations to which an asterisk is affixed may be relied upon absolutely.

## WEEKLIES.

|   |          |
|---|----------|
| Boston, Mass. : Youth's Companion.                | 572,746* |
| New York, N. Y. : Argosy.                         | 75,000   |
| Philadelphia, Pa. : Golden Days.                  | 75,000   |
| New York, N. Y. : Boys of New York                | 20,000   |
| Harper's Young People.                            | 20,000   |
| Philadelphia, Pa. : Guardian Angel.               | 20,000   |
| Battle Creek, Mich. : Youths' Instructor.         | 8,100*   |
| Brooklyn, N. Y. : Catholic Youth.                 | 4,000    |
| Detroit, Mich. : Angelus.                         | 4,000    |
| Philadelphia, Pa. : Young Folks' Catholic Weekly. | 3,000*   |

## SEMI-MONTHLIES.

|   |        |
|---|--------|
| Dayton, O. : Young Catholic Messenger.      | 12,500 |
| St. Louis, Mo. : Our Young Folks.           | 12,500 |
| Salt Lake City, Utah : Juvenile Instructor. | 7,500  |
| Pittsburgh, Pa. : Youths' Journal.          | 4,000  |

## MONTHLIES.

|  |          |
|--|----------|
| Augusta, Me. : Sunshine.                         | 150,000* |
| Philadelphia, Pa. : Our Young People             | 46,452*  |
| New York, N. Y. : St. Nicholas.                  | 40,000   |
| Greenville, Pa. : Young Lutheran.                | 26,000*  |
| Boston, Mass. : Our Little Ones and the Nursery. | 20,000   |

Babyland.

Pansy.

|                                     |        |
|-------------------------------------|--------|
| New York, N. Y. : Sunny Hour.       | 17,500 |
| Chicago, Ill. : Our Youth's Friend. | 17,500 |
| Farmington, Me. : School Days.      | 12,500 |
| Boston, Mass. : Junior Golden Rule. | 7,500  |
| Our Little Men and Women.           | 7,500  |

|  |        |
|--|--------|
| Philadelphia, Pa. : Scattered Seeds.           | 5,150* |
| Chicago, Ill. : Historia.                      | 4,000  |
| Minneapolis, Minn. : Young People's Companion. | 4,000  |

|                                   |       |
|-----------------------------------|-------|
| New York, N. Y. : Little Folks.   | 4,000 |
| Young Catholic.                   | 4,000 |
| Washington, D. C. : Young America | 4,000 |

## QUARTERLIES.

|                                     |        |
|-------------------------------------|--------|
| St. Louis, Mo. : Youths' Quarterly. | 20,000 |
|-------------------------------------|--------|

## WILL ONE SUBSCRIBER DO?

A newspaper to be entitled to be circulated in the United States mails as second-class matter must have subscribers.

It has been decided that, for the purpose of determining the right of a paper to second-class rates, the subscribers must be those who personally pay their own money for the subscriptions.

The law specifies that the paper must have subscribers. How many is not a question with which the department concerns itself. An interesting case is known where a successful paper started out with only one subscriber.



MRS. C. M. DUNBAR.

The first subscriber to *THE GREAT DIVIDE*.

This is the story as told by the proprietor :

In March, 1889, the first issue of *The Great Divide* was published at Denver, Colorado, with the distinct feeling that it filled a long-felt want.

Stanley Wood was the editor then, as he is now. The publisher, a young man, wanted to publish a national monthly; he knew exactly how it should be done; he had an idea that it was very easy—all one had to do was to have an editor, paper, ink and a press—print it, illustrate it, and then the public would buy it.

At the outset it was understood that the profits should be divided with the editor; so great was the assurance on every point that failure never entered the mind of the publisher. The editor, however, was undecided as to many of the questions raised; but he had to be

the editor for many reasons; and, sitting on an old box, hinted at failure by saying: "Well, I'll take 'The Great Divide.'" By this he did not mean the title at all, but his pay—it is curious—but it's a fact. "The Great Divide" became the title in this simple way.

While the first issue was being compiled, it was talked over how to advertise this wonderful journal. The editor wrote a circular which was distributed by mail to 30,000 addresses, informing those who received it that if they wanted to see a sample copy they would get it for the asking. Some 15,000 answers were received, among them one from a lady inclosing one dollar for a yearly subscription. She is a subscriber yet.

*The Great Divide* was duly printed, and when it came to entering the Denver, Colorado, post-office as second-class matter, to mail the first edition of sample copies, the postmaster asked: "How many subscribers has this journal?" "One," was the reply—"Mrs. Dunbar, of West Bridgewater, Mass." He did not think *The Great Divide* would be admitted.

A letter was sent the postmaster-general, and to the surprise of the Denver postmaster *The Great Divide* was a go.

#### WHO BELIEVES TESTIMONIALS?

*By Virginia Frazee.*

I never did—until one day, and thereby hangs a tale. I had never bought a proprietary remedy, and would have laughed had any one hinted at such a possibility. The testimonials, with their accompanying "portraits" which embellish our daily papers, I had regarded in a vague sort of way as intended to appeal to people in the backwoods, or to the class who think that "because they see it in the paper, it must be so."

But as I was saying, one day I changed my mind. Seeing a cut of a well-known woman, a lecturer on the aesthetic side of life, I noticed with surprise that just beneath the cut was a testimonial from this woman strongly indorsing a certain remedy. My first thought was, "Why, how could she do such a thing!" and the article in question at once arose several degrees in my estimation; in fact, I was so influenced by the power of that name that, a few days after, I entered a large

sixth avenue drug store, and called for this article so warmly indorsed for its after-the-gripe proclivities. The druggist—the proprietor by the way—at once became thoughtful. "I don't believe we have any P— on hand," said he. "It's so little called for; we used to keep it, and I'll see if there is any left."

And then before going to look it up, he placed a bottle on the counter, saying, "This seems to have taken the place of P—; people don't like those secret preparations, they are afraid of them."

In a minute or two he returned with a bottle of the P—. "Yes, we have just one bottle left," said he, ostentatiously blowing off the dust as he spoke; "it's been here some time."

At first I was provoked; then, as a vision of the business possibilities in this scene flashed upon me, I chuckled to myself, and eyed the two bottles in evident doubt and perplexity, which the druggist at once kindly undertook to remove by a recital of the wonderful virtues of the contents of bottle number two, which he informed me had saved his child's life, and by severe condemnation of what I had called for.

"I see that the P— is advertised a great deal," ventured I. "Oh, yes," replied he, "it belongs to a rich company, and they know they'll never sell it unless they advertise it into prominence."

"And I noticed a strong testimonial from Miss — last week," continued I; "she says—"

"Oh, that's easily accounted for," interrupted the druggist in a confidential tone. "Miss — is a large stockholder in P—. I don't suppose she ever tested it in her life, but under the circumstances it is perfectly natural that she should want to push it."

"Ah, is that it?" said I, and then added as innocently as I knew how, "and are you a stockholder in this?" picking up bottle number two, and carefully reading the directions.

For a moment the silence could almost be heard, and then I tried to pour oil upon the troubled waters by purchasing a cake of soap.

I afterwards learned that he was a stockholder—and a big one, too—in the remedy through which he tried so hard to work the "substitution dodge" upon me.

Of course it is hardly necessary for me to add that my suddenly acquired

faith in testimonials was not strengthened by this episode.

I took occasion to bring the advertisement in question to the notice of several bright women, who are interested in all questions of the day, as well as warm admirers of the lecturer whose face and signature were so prominently displayed—most of them had seen it, and every one expressed surprise that she allowed her name to be used in such a connection, and, without exception, wondered if she wasn't "paid a good price for it."

To illustrate from another standpoint: Two summers ago I sat one day on the broad porch of a Maryland country home in company with the master of the house, a well read and considerably traveled farmer, and two of his neighbors, plain, stay at home bodies. It happened that a magazine, opened at a page ad composed chiefly of testimonials, lay in my lap. The men were talking of the expenses connected with farming *vs.* those of other business pursuits, when mine host, pointing to the magazine page, said: "Now the idea of a business house wasting all that money on those fake testimonials"—"that nobody ever reads," chimed in one of the others. "Why," continued the first speaker, "I shouldn't wonder if they paid as much as fifty dollars (I groaned) for that! They must think that we hayseeds are a heap greener'n we are." And the neighbor joined in the hearty laugh which followed, while I sat completely nonplussed, for I knew all about that ad, and to this day I don't know what those farmers' thought when I stated that not only did that page cost more than one thousand dollars, but that the testimonials were all genuine, bona fide communications from people willing and anxious to attest to the merit of the article in question.

The farmers looked at me, at each other, and—changed the subject.

Since these experiences I have made it a point to interview my friends on this subject, as opportunity arose, and without exception they have pooh-hoed the testimonial scheme in advertising; quite a number have told me that they have been induced to buy patent medicines and other proprietary articles through advertisements and recommendations of friends—especially the latter—but to a man, leastwise a woman, have they asserted that never were they favorably influenced by a

testimonial. And every one expressed the belief that this style of advertising was meant for the country people in out of the way districts.

Now, I dare say that the advertisers' "statistics" would tell a very different story, but if it be true that the better classes are prejudiced against the testimonial scheme, ought not such advertising to be confined to the publications catering to the class who do read and believe testimonials? Either a great deal of good money is being wasted, or my experience has been too limited to make my judgment worth anything.

#### TO THE AD WRITER.

Do your best and be not troubled  
Should some others better do;  
If your work should fail to please you  
Don't give up, but strive anew.

Do your best, for slighted labor  
Ne'er can satisfaction bring;  
Do it quickly, time is passing,  
You must seize it on the wing.

—*Home and Country Magazine.*



#### Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.  
Must be handed in one week in advance.

**SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.**

**STAMPS FOR COLLECTIONS**—Send for lists. E. T. PARKER, Bethlehem, Pa.

**PRINTING INK**—Four Cents Per Pound. Wm. JOHNSTON, 10 Spruce St., New York.

**Advertisement Manager Wanted.**  
See classified advertisement under "Wants."

**SWISS** Best foreign born population. Organ of 300,000 in U. S. 15,000 circn. guaranteed. Write for details. A. M. SCHWEIZER ZEITUNG, 116 Fulton Street, N. Y.

**BEST HALF-TONE PORTRAIT.**  
Single col.

**\$1.50**  
CHICAGO PHOTO ENG. CO., 186 Madison.

**POSTAL NOTES ABOLISHED.**

The only substitute that will accommodate or satisfy the people is our **PATENT CODE MAILING CARDS**. Indispensable to a mail business. Special imprint on cards free. Address for samples.

ALVORD & CO., DETROIT, MICH.

**RAPID ADDRESSING.**  
The only authentic Trade Lists, Envelopes and Wrappers addressed by hand or by machinery. Never guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres't., 314, 316 Broadway, New York City.

**OLDS'**  
**Gasoline Engine**

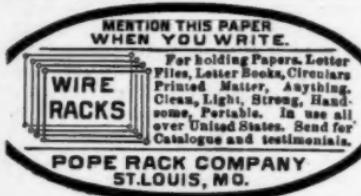
The most successful  
Printers' Engine ever  
made.  
Send for 1894 Catalogue.  
Box 219.

**P. F. OLDS & SON,**  
Lansing, Mich.



# Arthur's and Peterson's.

F. E. MORRISON, Adv. Mgr.,  
500 TEMPLE COURT, N. Y.



WE WILL PAY  
ONE DOLLAR  
EACH FOR

Well-written  
Advertisements :

FOR PARTICULARS, ADDRESS THE

ÆOLIAN COMPANY,  
18 West 23d Street, New York,  
ADVERTISING DEPARTMENT.

THE

# TOLEDO BLADE, TOLEDO, OHIO.

WITHOUT THE USE OF THE

**Daily Edition**, no advertiser can successfully cover Toledo and Northwestern Ohio. Circulation over 15,000 copies per day. The largest of any daily paper in Toledo. In fact, larger than all the other Toledo dailies combined.

The **Weekly Edition** is especially adapted to general advertisers who want large circulation in every State and Territory of the Union. Circulation always over 100,000.

For Advertising Rates in either edition,  
address

**THE BLADE, TOLEDO, OHIO.**

New York Office, 33 Tribune Building.

\$100  
PER PAGE  
for both  
Magazines.

# Dayton Times Evening News Weekly Times-News

Combined Circulation  
14,000 Daily  
4,500 Weekly

The leading morning and evening papers in Southwestern Ohio. Rates for advertising are cheaper in proportion to circulation than those of any other Dayton papers.

For further information  
address the home office or

H. D. La Coste  
38 Park Row  
New York

DO  
YOU  
WANT  
TO  
REACH  
THE  
HOMES

IN THE EAST, WEST  
AND NORTHWEST?

THE  
**NATIONAL  
TRIBUNE,**

WASHINGTON, D. C.

Will introduce you into 100,000 of them  
each week.

The introduction costs only 70c. per  
Line to do it.

Let us give you an estimate.

Liberal Discounts on Time Orders.

**THE NATIONAL TRIBUNE,**  
WASHINGTON, D. C.

New York Office: 66 Pulitzer Building,  
**BYRON ANDREWS,**  
RESIDENT MANAGER.

**A RARE CHANCE.**

We have just taken in part payment for one of our  
"NEW MODEL" WEB PRESSES,

A New Style Q. Q. COLUMBIAN

**COX DUPLEX PERFECTING PRESS.**

It has been running less than a year, is in thorough order and will be sold at a bargain. The purchaser will be licensed by us under the patents upon which we are now suing users of the Cox Duplex Presses.

SPEAK QUICK, and address

**CAMPBELL PRINTING PRESS AND MFG. COMPANY,**  
334 Dearborn Street, Chicago.

1 Madison Avenue, New York.

**The Wheeling News**

Has the largest sworn circulation of any paper published in West Virginia.

It is the only evening paper published in Wheeling.  
It is the only paper in West Virginia using typesetting machines.

It leads in everything.  
The publishers are perfectly willing to make contracts based on proven minimum circulation of **7,500** for each Daily and Sunday issue.

I will gladly furnish rates or any other information.

**C. E. ELLIS, Special Representative, 617 Temple Court, New York City.**



**NOW!**

**LOOK AHEAD.**

*As twenty days are required to print an edition of COMFORT, which fills eleven U. S. mail cars, and as thirty days more elapse before a majority of the copies reach their destination, THE PRESENT is THE TIME for far-sighted advertisers to make public their announcements.*

*Fall seeds sown NOW in the rich fields cultivated by COMFORT will yield astonishing results.*

Space of us or of agents. The Gannett & Morse Concern, Publishers. Home office: Augusta, Maine; Boston: John Hancock Building; New York: Tribune Building, Lewis A. Leonard, Representative.

We Do Not Have  
To Say Much  
ABOUT  
THE PEERLESS  
Vickery & Hill  
List.

It pays advertisers every time, and generally brings big results. An advertisement calling for 10 cents was recently inserted for one month. The answers cost less than 1 cent each.

We Do Not Need  
To Multiply Words.

THE VICKERY & HILL COMPANY,  
Augusta, Maine.

New York Office: 517 Temple Court.  
C. E. ELLIS, Special Representative.

NYTHING  
IN  
ADVERTISING  
CHAS. K. HAMMITT,  
Two-Thirty-One  
BROADWAY,  
NEW YORK.

TOLEDO  
NEWS.

SIX YEARS OF AGE.  
The News begins its Seventh  
Year with over

10,000 Circulation,  
the greatest local circulation  
of any newspaper published  
in Toledo.

ACTUAL CIRCULATION  
FOR ONE WEEK.

|               |                |
|---------------|----------------|
| May 21, 9,830 | May 24, 9,830  |
| May 22, 9,830 | May 25, 9,830  |
| May 23, 9,830 | May 26, 10,980 |

Total, 60,150

DAILY AVERAGE, 10,021

If your advertising in Toledo  
is not satisfactory try the  
NEWS - it will change your  
luck. Prices, copies, etc., at  
the Home Office, or of

H. D. LA COSTE,  
38 PARK ROW,  
NEW YORK.



Are You Covering Troy?

**The Troy Press**

Fills the Bill.

It also Fills the Advertiser's Pocket.

N. Y. OFFICE,  
11 TRIBUNE BUILDING.

H. O'R. TUCKER,  
TROY, N. Y.

FOR RATES OF

ADVERTISING

IN THE

**Boston**   
**Street Cars**

WRITE TO

UNION STREET RAILWAY ADVERTISING CO.,

Sears Building, Boston.

Times Building, New York.

M. WINEBURGH, - - PRESIDENT.

**Youngstown Vindicator.****7800 DAILY. 5200 WEEKLY.**

The VINDICATOR, one of the oldest and most influential newspapers in Northern Ohio.  
—*New York Mail and Express.*

If we are only to have one paper in Youngstown we prefer the VINDICATOR, as it has much the larger circulation.—*Extract from an advertiser's letter.*

If you are advertising in this section and are not in the VINDICATOR you are missing a valuable home circulation.

If you are not advertising in Youngstown it will pay you to consider the subject.

Prices and copies of the papers will be furnished at the home office or by

H. D. LA COSTE,  
38 PARK ROW,  
NEW YORK.

The  
Manchester  
N. H.

# Saturday Telegram



*From PRINTERS' INK, issue June 13,  
article on "How to Advertise In  
a State."*

To the Manchester *Saturday Telegram* is accorded the largest circulation of any paper in the State of New Hampshire—by far the largest. It is the only paper in the State having more than 5,000 circulation that is ready and willing to make known its exact issues. It probably prints more copies every issue than all of the other Manchester papers combined.



The sworn circulation of the **Manchester Saturday Telegram** for 13 weeks ending June 1st was **802,300**—an average of **61,715** copies per issue.

Sample copies and Rates quoted on request.

THE TELEGRAM,  
Manchester, N. H.

New York Advertising Office,

517 TEMPLE COURT.

C. E. ELLIS, Manager.



## THE KEY

to successful advertising in Philadelphia is to use the Call.

**Have you found it?**

The Philadelphia

# “Call”

is distinctively a family newspaper, and it goes into more families than any other afternoon newspaper published in that city.

Send for Sample Copy  
and rates for advertising

EDGAR M. HOOPES,  
Wilmington, Del.

In Quarter-pound Cans.

In Half-pound Cans.

In One-pound Cans. THE VERY FINEST

# JOB INKS

|                                      |                   |
|--------------------------------------|-------------------|
| Finest Wood Cut Black, . . . .       | at \$5.00 per lb. |
| Bronze Blue, . . . .                 | at 2.00 "         |
| Permanent Brown, . . . .             | at 2.00 "         |
| Crimson Lake, . . . .                | at 2.00 "         |
| Lemon Yellow, . . . .                | at 1.50 "         |
| Medium Green, . . . .                | at 1.50 "         |
| Dark Blue, extra fine, . . . .       | at 1.50 "         |
| Extra Job Black, . . . .             | at 1.00 "         |
| Blue Black, . . . .                  | at 1.00 "         |
| Carminated Red, . . . .              | at 1.00 "         |
| Fine White for Mixing Tints, . . . . | at 1.00 "         |
| Printers' Ink Cut, . . . .           | at .50 "          |

**\$20.00**

ALL FOR  
**\$10**

These are the fine job inks in most common use.  
With these on his shelf, any job printer may safely undertake any job that is likely to present itself.

The prices are the usual net (pay in four months) prices.  
Send me \$10, check in advance, and I will send you the whole dozen one-pound cans, delivered, boxed, at any express office or railway or steamer in New York City.

I have no other job inks.

If you don't want a dozen cans, don't write.

If you don't want to pay in advance, don't write.

You may have Twelve One-pound Cans of Finest Wood Cut Black.....for \$30

You may have Twelve One-pound Cans of Bronze Blue, Permanent Brown, or.

Crimson Lake.....for \$12

You may have Twelve One-pound Cans of Lemon Yellow, Medium Green, or Dark..

Blue, extra fine.....for \$9

You may have Twelve One-pound Cans of Extra Job Black, Blue Black, Carminated..

Red, or Fine White for mixing tints.....for \$6

You may have Twelve One-pound Cans of Printers' Ink Cut.....for \$3

You may have Twelve One-pound Cans of either sort you select from among the twelve sorts offered, or may make up your selection of twelve cans to suit yourself at exactly half the price named for one can, but I don't want any order for less than twelve cans, and I don't want any order unless the money comes with it.

Do you catch on to this?

If you want Twelve Half-pound Cans the price will be exactly cut in two.

If you want Twelve Quarter-pound Cans the price will be divided by four.

BUT

You must buy Twelve Cans if you buy any.

AND

You must send the CASH or you won't get the goods.

Special terms for larger quantities of these, or any of them, but no special terms until you have bought a Case of a Dozen Cans, and learned that the goods are what you want.

Address WM. JOHNSTON, Foreman Printers' Ink Press,

10 Spruce Street, New York.

# BEFORE

Using Johnston's Ink.

**Complexion Preserved**

DR. HEBRA'S

## VIOLA CREAM

Removes Freckles, Pimples, Liver - Moles, Blackheads, Sunburn and Tan, and restores the skin to its original freshness, producing a clear and healthy complexion. Superior to all face preparations and perfectly harmless. At all druggists, or mailed for 50cts. Send for Circular.

VIOLA SKIN SOAP is skin purifying soap, especially made to take off freckles, sunburn, tan, and restore the skin to its original freshness. Price 25 Cents.

G. C. BITTNER & CO., TOLEDO, O.



12 cent ink

# AFTER

Using Johnston's Ink.

**Complexion Preserved**

DR. HEBRA'S

## VIOLA CREAM

Removes Freckles, Pimples, Liver - Moles, Blackheads, Sunburn and Tan, and restores the skin to its original freshness, producing a clear and healthy complexion. Superior to all face preparations and perfectly harmless. At all druggists, or mailed for 50cts. Send for Circular.

VIOLA SKIN SOAP is skin purifying soap, especially made to take off freckles, sunburn, tan, and restore the skin to its original freshness. Price 25 Cents.

G. C. BITTNER & CO., TOLEDO, O.



Johnston's Ink

12 cent ink

Dear Johnston,  
New York

Dear Sir. I enclose find result of change from a 12 cent overink to yours ink at 8 1/2 c. We are highly pleased with yours ink. On our last press day the temperature of press room was at least 15° higher than we stated in ordering ink, but the ink was all right. Pressman says ink is the best he has used. I send you a copy of paper printed with yours ink.

John W. Rerick & Son,

C.

Established 1852. Published Every Thursday. 8 Column Quarto.

**THE LA GRANGE STANDARD.**

J. H. RERICK & SON.

LaGrange, Ind., June 16, 1894.

# The Two Presses Stood Side by Side.

## THE CLEVELAND WORLD

45,000 DAILY CIRCULATION.

World Publishing Company,

21 and 23 Ontario St.

J. B. Hayes, President.

R. F. Brown, Vice-President and Treasurer.

Geo. A. Remondson, Secretary.

Has the Largest Circulation of  
Any Republican Daily between New York  
and Chicago.

Cleveland, O., June 14th, 1894.

Mr. Wm. Johnston,

10 Spruce St.,

New York, N. Y.

Dear Sir:--

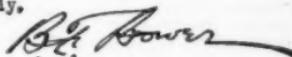
Your letter of June 11th received.

At the time my attention was first attracted by your advertising in Printers' Ink we had just placed a good-sized order with another ink concern and also had on hand several barrels. Impressed by your positive assertion that your four-cent ink was equal to any news ink made, I ordered a barrel as a sample. Finding this satisfactory, I repeated the order, and again twice more, in order to give the ink a thorough trial.

I had your ink run upon one press alongside of another press using a much higher-priced ink, and compared results carefully. There was no appreciable difference in the output, your ink printing as many copies of "The World" per pound of ink used; and the color and general qualities were just as good. The superintendent of our pressroom, a first-class man, was skeptical before the ink was tried, but afterwards expressed his complete satisfaction with it. He is still doubtful as to the quality of your ink being maintained, and is just the man to kick if it is not; but no ink house has any mortgage on this office or its pressman.

The reason you have not had other orders from us is because we desire to work off the supply on hand from other concerns. As soon as this gets down you will hear from us again, and frequently, as we use considerably more than a ton a month on "The World". Thus far it has been against our policy to order our entire supply from any one house. We may decide to change this policy.

Yours very truly,



I have sold over 25 tons of **NEWS INK** since January and **NO ONE HAS COMPLAINED**. I begin to feel confident that I am making an impression on the ink trade. I sell

|                           |         |
|---------------------------|---------|
| 500-pound Barrel at 4c.,  | \$20 00 |
| 250-pound Barrel at 4½c., | 11 25   |
| 100-pound Keg at 5c.,     | 5 00    |
| 50-pound Keg at 5½c.,     | 2 75    |
| 25-pound Keg at 6c.,      | 1 50    |

My ink is just as good NEWS ink as can be bought anywhere at 25 cents a pound. It is not a matter of price.

My ink is the best in the world for newspaper work. That is all I claim for it.

To make it certain that I can suit, all that I need is to see a copy of the paper to be printed, to know the kind of press used and the temperature of the pressroom; and, most important of all, a check with the order.

Address **WM. JOHNSTON, Foreman Printers' Ink Press,**  
**10 Spruce Street, New York.**



## AN ATTRACTIVE BORDER.



This is one of a series of very clever ads that Mabley & Co., of Detroit, Mich., are using. An ad of this character will not be overlooked. It occupies 3 columns' width—space enough to insure its being conspicuous, and, as its display is excellent and its proposal reasonable, it must, indeed, have been a seller.

So long as this border is used only by a few, it will be effective, owing to its originality.

## HUNG ON A POINT.

This ad appeared in the Buffalo *Evening News*, April 20th :

### DON'T BLAME THE COOK!

Can't any cook make bread equal to the R. Ovens Bakery Bread? Can't any kitchen stove bake it?

\*\*\*\*\*  
\* The grocer sells  
Ovens Bread. Look  
for the stamp on the  
loaf.

The above ad would have been an excellent one had the writer not spoiled the intended effect by a misapplication of the interrogation point. What a change is wrought by the substitution of exclamation points.

## GOOD DISPLAY.

Considering the limited space occupied by this ad, the writer has gained a most effective display, and at the same time he has utilized every bit of space to make announcements in.

It is one of the few ads which prove that satisfactory results are possible

when compact setting is used, if the writer can handle the ad cleverly.

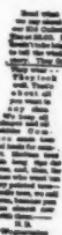
If you are going to Florida, or Europe, or California, why not **SEND YOUR DOG**—or drop us a line, or telephone **TO** us and our wagon will stop for him—to **BELLMONT** the finest and best **BOARDING KENNELS** in the country. Everything modern and healthful, splendidly located in **FLATBUSH, L. I.** Address all communications to Dr. ROSCOE R. BELL, Proprietor, 7th Avenue and Union St. Brooklyn. Telephone, 40 B'klyn

## A FAULTLESS AD.

This ad occupied seven inches, double column, and appeared most attractive. The head-line is new and good. The advertisement conforms to the requirements for a good clothier's ad, in that it states prices in a straightforward manner, gives the firm's name due prominence, and confines itself strictly to business; for even the head-line is essential to the sense of the context.

## A GOOD SHOE AD.

### FOOT NOTES.



S.  
BASSETT  
&  
SONS.

This advertisement in the original occupied 9 inches single column, and as a novelty it may be considered good. Everything that tends to take one out of the rut of conventionality can be relied upon to prove attractive to some extent at least. The more pronounced the divergence, the greater the effectiveness.

People get tired of having an advertiser solicit patronage by means of a stereotyped ad. Try to make your advertisements original, if you have to buy ideas; it will pay you.

## A CONSPICUOUS AD.



A correspondent sends an advertisement, of which the above is a reduced fac-simile, cut, perhaps, from the *Boston Journal*. The original is  $4\frac{1}{2}$  inches by 6, and must have been very conspicuous. The idea is one that will bear transplanting.

It will not be necessary to adopt the identical arrangement here presented; simply take this ad as a guide, and through ideas inspired by it try to evolve an ad that, while it embraces the main features of this one, still has in it some originality.

Correspondents who send clippings to PRINTERS' INK are requested to always take pains to indicate the source, so that proper credit may be given.

## A VETERAN AD.

The idea incorporated in this advertisement is a product of the "seventies;" it was attractive then; it is now.

But no one would associate a sign painter pendant in mid-air with a bottle of root beer.

As a design to advertise a firm of landscape desecrators, the plan of this advertisement is excellent; but for the purpose of familiarizing the public with a summer drink it is less effective.



## THE READER TELLS THE TALE.



Ferris & Co. have advertised for years, and readers of standard periodicals are familiar with the Ferris trademark. The advertising of this firm is good, and this particular ad is made possible only by the firm's having established beyond question the superiority of its goods. There are few concerns that can rely upon the reader's predilection for their goods for filling in the thought prompted by the suggestive BUT.

## STEREOTYPED ADVERTISEMENTS

LEADING GENERAL STORE  
OF MONROE COUNTY.

I have a fine Stock of Winter and Spring

## Ready-made Clothing,

And Dry Goods, Hats, Caps, Gloves and Mittens, Ladies' and Gents' Furnishing Goods in Latest Styles.

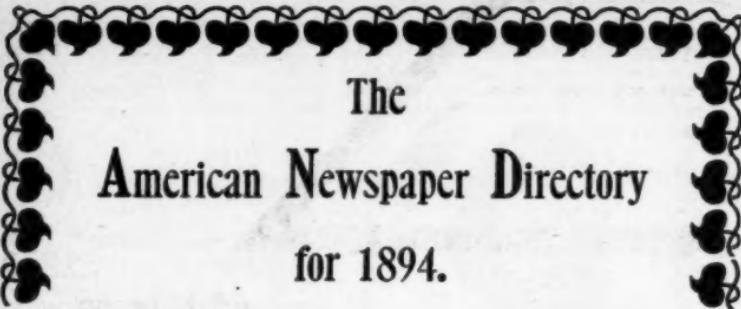
First-class Groceries, Provisions, Queensware, Glassware, Hardware, Salt, Cement, Coal and Wood, Boots, Shoes, Rubber Goods, Building Paper, Paints, Oils, Varnishes, Glass, Cutlery, Trunks and Valises, Patent Medicines, Drugs, Yankee Notions, &c.

Highest price paid for Butter and Eggs. Your patronage is solicited. Prices low as the lowest.

E. F. AUSTIN,  
P. O. Building, Leon, Wis.

This ad is one of thousands that are run in the country papers year in and year out, without a single change. It is reproduced as being typical of the average country man's idea of advertising. What primitive notions the originators of such advertising must have. If such advertisers should read PRINTERS' INK would it not be a revelation to them? Change of copy is one of the essential attendants to successful advertising.





# The American Newspaper Directory for 1894.

The Radam Microbe Killer Co. has been advertising very extensively and with considerable success during the last few years, and this success is owing, to a large extent, to the experience which Mr. Hays, the present manager, employs in the selection of profitable mediums. In making up his lists of papers to utilize, Mr. Hays is guided, to a considerable degree, by the circulation ratings in the American Newspaper Directory, and he is therefore competent to express an opinion as to their reliability. Speaking of the Directory, Mr. Hays said:

"The publishers certainly endeavor to make the book as correct and as full of useful information to advertisers as care and the expenditure of money will allow. The issue for the present year is an extraordinarily valuable work. I cannot help thinking that a large proportion of the directories are biased in the ratings they accord by business considerations, but I am satisfied that this is not the case with the American Newspaper Directory. In my opinion, the \$100 reward offered for proof of the falsity of a guaranteed rating insures their truthfulness. When a paper's rating is not given in figures or marked with an asterisk, I am forced to regard any claims to a large circulation it may make with a good deal of suspicion. When a publisher sends me a statement concerning the circulation of his paper which does not agree with the rating accorded it in the Directory, I accept the latter, as I consider it more likely to be correct.

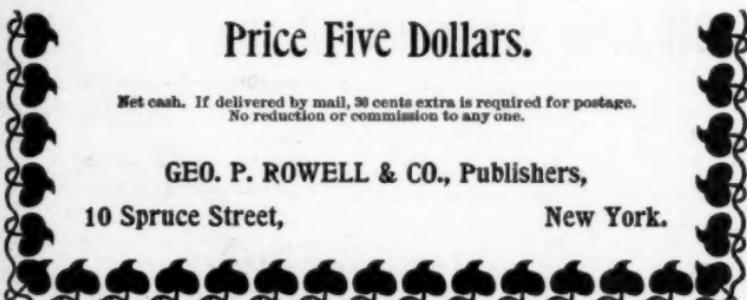
"I believe an advertiser ought to know the circulation of every paper which invites his business, and I therefore see no reason why publishers should refuse to furnish reasonable evidence of the extent to which their journals circulate."

In conclusion, Mr. Hays said: "I am convinced that an advertiser who is guided in his choice of mediums by the ratings accorded them in the Directory is not likely to be far astray."

**Price Five Dollars.**

Net cash. If delivered by mail, 30 cents extra is required for postage.  
No reduction or commission to any one.

**GEO. P. ROWELL & CO., Publishers,**  
10 Spruce Street, New York.



THE  
PRINTERS' INK  
ADVERTISING  
BUREAU.



If you wish to so

**Advertise**

as to

**Realize**

the largest possible return

**From**

the

**Smallest**

possible

**Investment**

Address

THE PRINTERS' INK ADVERTISING BUREAU,  
10 SPRUCE STREET, NEW YORK.

**YOUR ADVERTISEMENT WILL BE**

Written by PRINTERS' INK BUREAU OF ADVERTISEMENT WRITERS.

Illustrated by PRINTERS' INK BUREAU OF ADVERTISEMENT ILLUSTRATORS.

Set in type by PRINTERS' INK PRESS.

Inserted in papers SELECTED BY THE EDITOR OF PRINTERS' INK.

Contracted for by the PRINTERS' INK ADVERTISING BUREAU.

**Terms: CASH.**

**Generally in Advance.**

## ADVERTISING FOR RETAILERS.

*Edited by Charles Austin Bates.*

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. PRINTERS' INK is a clearing-house for ideas—this is the retail branch.

A correspondent asks how it is that that sale. People will go to look at the New York retail houses can continuously sell goods at a sacrifice and still pay dividends. He notices that all of the retail stores advertise each item as "reduced from," or "30 per cent off from former price," or "worth \$2, now \$1.29."

Probably the most of retail dealers understand this matter perfectly. Still, I know that there are a great many who do not, and among the general public are a great many more. The public often puts such statements down as being entirely untrue and impossible.

They are not.

This method of offering bargains is one of the best trade-giving plans that I know of. The fascination of prices, and particularly of low prices, is the strongest thing in business.

The system is a very simple one. In a large department store, the advertising man goes to each department, or to the departments which it has been decided to advertise on any given day. He goes into the men's furnishing goods department, for instance, and picks out the item of 25-cent socks, which probably cost 17 cents. They are advertised at 17 cents. Then he may take a dollar shirt, which cost \$9 per dozen, and sell it at 79 cents. There may be some line of goods in the stock which, for some reason or other, has been slow in selling, which may have been on the shelves for a year, or possibly two years. The original price may have been \$2. It is a good deal better to get rid of that lot of goods at \$1, or even less, than to keep it on the shelves any longer. With these three items he leaves this department and goes to another, where practically the same system is followed. The bargains offered and the prices given are perfectly genuine and honest. If the prices are low enough and the list diversified enough to attract a great number of people, the store will be crowded on the day of

the 79-cent shirt and will find that probably it is not exactly what they want, although it is an excellent value for the money. They will end by buying a \$1.25 or \$1.50 shirt at the regular price. Then they will be reminded that they need some collars, suspenders or neckwear. All these things will be purchased at the regular prices, and by the time the day is over it will be found that the sales have been very much greater than the normal amount, and that probably not over 10 per cent of the total sales has been on the goods advertised. The advertising manager of one of the largest department stores in Chicago (that means one of the largest in the world) told me that he tried to make 10 per cent gross profit on the goods advertised, and that by keeping careful record of the sales of these goods he found that this 10 per cent profit paid his advertising bills.

I have figured this matter out on every possible class of goods and find that it worked in about the same way in all lines. I have had some trouble to convince the buyer of the department that it was wise to cut some three or four items clear down to cost, or below, but experience has always demonstrated that it was advisable to do this—that the increased trade in the department would more than offset any loss that was made on the particular goods advertised. Of course, it is a good deal better to cut prices on cheap goods than on expensive things. It does not cost very much to sell one hundred dozen clothes pins at a loss of one cent a dozen, and it is astonishing how many people want clothes pins who will spend ten cents in car fare to save two cents on two dozen clothes-pins.

I know a Brooklyn furniture dealer who recently advertised 200 hard wood sewing chairs at 49 cents. Ordinarily these chairs would have cost him more than that, but in the present instance he bought them at a low price and did

not really lose any money on them. He sold the two hundred in two or three days, and, in doing it, got just that many people into his store, who probably would not otherwise have come. The trade for that week showed a marked increase, and all of it was credited to the influence which this one advertised bargain had.

The house of Bloomingdale Bros., New York, has been largely built up by just this method of advertising. They offer some very startling bargains, and people who are not familiar with the store methods are often incredulous. It is a fact, however, that whatever is advertised is to be found in the store, just exactly as it is stated in the paper. To look at the advertisements every day, it would seem that they never sell anything at regular prices, but this, of course, is only seeming, and I think that the 10 per cent proposition will probably hold good in their case, as it has in several others that I know of.

\*\*  
Railroad advertising does not, I presume, belong in this department, but most of it is published in local newspapers.

I have received from Cincinnati a group of six advertisements of the Big Four railroad. Now the Big Four railroad is a great and successful road, and Mr. E. O. McCormick, Passenger Traffic Manager, is an exceptionally wide-awake advertiser. But with all due respect to both Mr. McCormick and the Big Four, this advertising is as bad as anything I have ever seen. It is silly and undignified. The illustrations are very crude and badly drawn. Some of them are offensive and disgusting. The ads take the form of a catch line at the top, then an alleged comic cut, and a few lines of reading matter at the bottom. For instance, there is a head-line: "He picked the best one." Then a picture of a Chinaman digging a trench, and in the act of striking a rat with his pick, while three other rats are running away. This artistic gem is followed thus: "When John decided on the line to take to Denver, he selected the Big Four via St. Louis, and was congratulated by his brother celestials because he picked the best one."

So far as I am concerned, I do not believe that I would like to ride on a railroad that was generally patronized by Chinamen.

Local railroad advertising generally is bad enough, but this is awful. The railroad ought to give some reason why it is better than the others, or else it should publish its time-table, or else use attractively displayed or illustrated advertisements, perfectly dignified in character—artistic if possible. The railroad advertisements in the magazines would serve as good models for the local advertisements. The form would have to be modified, of course, and the illustrations used could not be so fine.

I should think that almost any railroad would find enough points of interest along the line to furnish material for a series of good advertisements. The Big Four railroad has a great many advantages to offer, and would gain more by stating these advantages in a direct, dignified way than by all the flippantly funny advertising they can publish in twenty-five years.

\* \*

MURPHYSBORO, Ill., April 25, 1894.

*Editor of PRINTERS' INK:*

I quote the following from an article by Mr. Edward W. Bok, editor of the *Ladies' Home Journal*:

"Many readers of magazines complain of the space given over to advertisements. But the fact is overlooked—if indeed it is known at all by the public—that no magazine published to-day can make a profit for its owners but for the revenue derived from its advertising patronage."

This statement, which doubtless is true, suggests two significant thoughts.

One is that if advertisers play such an important part in the prosperity of magazines (and I dare say of periodicals in general), the advertisers are assuredly entitled to A1 treatment and consideration at the hands of the publisher.

Another is that advertisers themselves are largely to blame for it, if "many readers of magazines complain of the space given over to advertisements." To avoid any such complaint is another good reason why every advertisement should be made particularly attractive, artistic, interesting and magnetic.

Every advertiser should be a regular student of "The Little Schoolmaster in the Art of Advertising," and if he hasn't the time or the ability to prepare his advertisements in the very best manner known to the art, he should by all means get some one who is able to bring his ideas out and design and prepare his advertisements for him.

If all advertisements appearing in the newspapers and magazines were worded and displayed as they should be, people would get in the habit more and more of looking for them, and of reading them with as much interest as they do any other matter in print, and the idea would never occur to them to complain of the space given over to advertisements.

With best wishes for the future of PRINTERS' INK, from whose weekly visits I derive both profit and pleasure, I am,

Very truly yours,  
CHAS. C. SCOTT.

W. H. Glenny, Sons & Co., of Buffalo, N. Y., inquire what percentage of annual advertising expenses to retail sales is customary, or is considered advisable?

This is something which cannot be definitely fixed in any business, and which will vary according to the business. It is apparent that more money may be spent in advertising goods where the percentage of profit is large than where it is small. I should say that in any line experience is the only thing you could judge by. A business man knows, of course, how much trade he has to have to make his business profitable. I will take it for granted that the store, the location and the goods are all that they should be. This being the case the right sort of advertising will bring a sufficient volume of trade. If a business of one thousand dollars a week was necessary to make a profit, and it cost fifty dollars a week for advertising, in order to reach this amount, the advertising expense should be increased enough to produce enough more trade to give an additional profit sufficiently large to pay the advertising bills.

I think it is a pretty safe plan to spend enough money in advertising to insure good, vigorous trade. A little advertising ought to keep a little store busy, and a good deal of advertising will keep a big store busy. It may take more advertising some weeks or some years, than it does in other weeks or years.

It is generally safe to keep up the volume of sales, even though the advertising costs a little more than the fixed percentage or appropriation. It is certain that very little will be sold without advertising.

As I have said before, advertising should be taken like medicine, when it is needed, and in such quantities as the

conditions of trade seem to indicate.

An advertiser ought to be prepared to cut the advertising down sharply and decidedly, or to increase it just as sharply and just as decidedly, as circumstances may demand.

\* \*  
CHICAGO, May 23, 1894.

*Editor of PRINTERS' INK:*

I take the liberty of sending you a promiscuous lot of advertising matter that I use to drum up my business. Among them you will find a small humorous paper which we try to send out each and every month. Comparing our experience with the case you have cited of a New York druggist in a past issue of PRINTERS' INK, we must heartily join hands and say that it is a great success. We buy our inside patents in your city and do the outside covers ourselves, which, I leave to your judgment, for amateur work seems to do pretty well.

I found out in the past six or seven years that keeping right at it will win, and I can safely say that I have made a success almost now by advertising, considering that I started in business with practically nothing but a determination of attending strictly to my store and giving the public a little more than I agreed to do.

I would no more try to run my store without advertising a little every day than I would to try and keep open one day and shut down next. Consequently we keep open all the time, day and night, and we advertise all the time. It begins to tell. My fellow druggists can hardly see in my locality how we seem to go right ahead, but a little push will do it.

Should you find any points of information out of this miscellaneous lot of stuff I send you for your valuable space in that greatest of all little papers, PRINTERS' INK, please use it. Yours truly,

F. M. MARES.

All of Mr. Mares' printed matter is fairly good. What strikes me strongest is the great variety of it. He must do his advertising as he runs his store, "day and night." A little judgment and a great deal of advertising will make a success of any legitimate business.

\* \*

The Quaker City Baking Powder Co. sends in this sample of their advertising, and asks for an opinion as to its effectiveness:

## QUAKER CITY BAKING POWDER.

"Pure," "Wholesome," "Has no superior," Sample 10c.

Allegro.

1st time.

2d time.

1. {"QUAKER CITY BAKING POWDER" Is of all we've found the best,  
Absolutely pure and wholesome, (Omit.) Claims a place above the rest.  
2. With ten pennies get a sample Of your Grocer an' y day,  
If it is not ant-is-fac-tion (Omit.) He your pennies will re-pay.  
3. Hon-est-tri-al's all suf-fi-cient, Failure there will never be;  
For success will ev-er fol-low (Omit.) Those who use Q. C. B. P.

We want agents, lady or gentleman. Address Quaker City B. P. Co., Richmond, Ind.

*For Table Furnishings.***Table****Appointments.**

Many a dinner table has been made or marred by the table appointments—in china, in silver, in glass. The fastidious housekeeper will devote almost more attention to these equipments, and to the service, than to the food itself. And now-a-days artistic designs may be had at so low a price as to make it inexcusable to forego them.

**Our Prices on Such Goods are Very Low.**

People hardly realize how low until they go to other cities; or how large our stock. Our system, continued through so many years, of selling everything at a small profit, and only of a thoroughly reliable quality, explains, we think, our comparative freedom from competition here.

W. H. GLENNY, SONS & CO.  
BUFFALO, N. Y.

*For Shirts.***Shirts****That Fit.**

All men are not built alike or all shirts would fit. There must be different standards of measure than merely the size collar you wear.

**Our Shirts**

are in different lengths of sleeve, different slope of shoulder, etc., besides.

**THEY FIT.**

And quality and price are as satisfactory as the fit. Let us have your order for one shirt at least. That will convince you.

*For Dry Goods.***Wedding  
Commencement****Gifts.**

Save the bride from a deluge of spoons and the graduate from a cyclone of fans! Send them something original! Select a choice bit of lace, a box of silk hoseery, choice handkerchiefs, an elegant card-case, a shell comb, bit of fine neckwear, a beautiful parasol, or any one of a thousand choice gifts at

*For Books.***You Want****A Good Novel?**

We can put you on the right track. There hasn't been better piece of fiction published this year than

**The Heir of Redclyffe,**  
BY CHARLOTTE M. YOUNG.

Nor has there been any work that has been more perused by athletes than that of

**SANDOW'S  
METHOD OF PHYSICAL CULTURE.**

Search the records of the Athletic World over and you will not find any one who has attracted the attention as this modern Sampson.

GRiffin & REED.

*For Any Business—(By C. A. Hoppin, Jr.).***Were It Our Habit****To Always Employ**

in advertising the most emphatic statements and claims possible, we could say some big truths about our \_\_\_\_\_.

Conscious, however, of our strength and superiority, and knowing the high intelligence of our patrons, we are content to modestly tell of the new styles which we are now showing.

*For Clothing—(By R. J. Stewart).***Snap A Kodak**

at any man coming out of our store and you'll get a portrait of a man brimming over with pleasant thoughts. Such quality, fit, style, and finish for the prices marked on our Clothing are enough to

PLEASE ANY MAN.

**Come and Try It.***For Jewelers.***To  
Let**

a brilliant, blue-white diamond engagement ring go out of our store is not difficult.

Any man who wants a perfect stone and will pay cash, can get just what he wants at our net cash prices. We favor the cash buyer whenever possible.

If you feel **SURE**—that's not so important to us—that you can use a ring of the kind, let us show you some new styles received this week. If you buy one and she "changes her mind," we'll set the stone into a scarf pin and not charge you a cent for it.

E. R. WHITE.

*For Shoes.***The Sale of  
A Sole.**

A pair of them attached to a pair of shoes and it is one of the

**Town Topics**

that they are the best and finest in the city for the price

AT SUTOR'S  
FOOTQUARTERS FOR FINE FOOTWEAR

*For Any Business—(By R. J. Stewart).***A Little Talk**

goes a long way with us. It is hard work, hard thinking, that means success. How to buy, where to buy, that you may be the better served and your money saved, is what we are striving for. Hard thinking by us means right goods and prices for you, and no worry. Test this in the next purchase you make.



**CIRCULATION,  
BY STATES,  
FOR WEEK ENDING  
June 9, 1894.**

|                      |        |
|----------------------|--------|
| Colorado             | 4251   |
| Texas                | 2765   |
| Oregon               | 3063   |
| Kansas               | 1613   |
| California           | 1586   |
| Nebraska             | 1427   |
| Washington           | 1388   |
| Idaho                | 1051   |
| South Dakota         | 968    |
| Missouri             | 959    |
| Utah                 | 925    |
| Montana              | 919    |
| Wyoming              | 798    |
| Indian Territory     | 661    |
| Illinois             | 660    |
| Arizona              | 584    |
| Oklahoma             | 514    |
| Minnesota            | 505    |
| New Mexico           | 360    |
| North Dakota         | 476    |
| Iowa                 | 458    |
| Michigan             | 383    |
| Indiana              | 136    |
| New York             | 104    |
| Ohio                 | 81     |
| Pennsylvania         | 68     |
| Arkansas             | 45     |
| Wisconsin            | 45     |
| Canada               | 38     |
| Tennessee            | 38     |
| Massachusetts        | 27     |
| West Virginia        | 18     |
| North Carolina       | 18     |
| Vermont              | 15     |
| Maine                | 14     |
| Kentucky             | 14     |
| Georgia              | 11     |
| Mississippi          | 11     |
| Florida              | 9      |
| Alabama              | 9      |
| South Carolina       | 8      |
| Delaware             | 7      |
| Virginia             | 7      |
| Louisiana            | 7      |
| New Jersey           | 5      |
| Connecticut          | 4      |
| Rhode Island         | 4      |
| District of Columbia | 3      |
| Maryland             | 2      |
| Alaska               | 1      |
| Old Mexico           | 1      |
| New Hampshire        | 1      |
| Total.....           | 26,765 |

**Total.....26,765**



**THE  
Colorado Sun,**

**N. EISENLORD, Manager, DENVER, COLO.,**

**I**S delivered every afternoon and Sunday morning to subscribers in Denver and all Colorado and Wyoming towns at *35 Cents* per month. This accounts for the fact that the **SUN** enjoys to-day a larger circulation than Kansas City and San Francisco. **THE SUN** owns the exclusive morning and afternoon franchise of the United Press for Denver; all matter is set on the latest improved typesetting machines, and two perfecting presses are required to produce its daily issue.

Publishes more "want ads" than any other paper between Chicago and San Francisco.

**THE WEEKLY COLORADO SUN** has *no competitors*. The "old timers" in Denver wanted \$2.00 a year for their weeklies—**THE SUN** published a better weekly for 50 cents a year; hence its success. No newspaper in all the Rocky Mountain region claims one-sixth the circulation of **THE WEEKLY SUN**, which has had, for more than a year, *four times the combined circulation* of the weekly issues of the three "old timers" in Denver.

**"JUDICIOUS ADVERTISERS  
APPRECIATE A GOOD THING."**

**ADDRESS**

**THOS. D. TAYLOR,**

**Manager Eastern Office,**

**TRIBUNE BUILDING, NEW YORK.**

# THE IRISH WORLD

*Is the most influential  
class published. Being  
cally this year, its subscrip-  
THAN ANY IN ITS HISTO-*

## HOOD'S SARSAPARILLA.

C. I. HOOD & CO.,  
LOWELL, Mass., Jan. 26, 1893.

"Since our advent in business we have been represented in the columns of THE IRISH WORLD, and have reason to be well pleased with the service rendered."

C. I. HOOD & CO.

## PYLE'S PEARLINE.

JAMES PYLE & SONS,  
NEW YORK, Feb. 10, 1893.

"The fact that we have inserted our announcements in THE IRISH WORLD continuously for a number of years is proof positive of the regard in which we hold it as an advertising medium."

JAMES PYLE & SONS.

## THE LARGEST EDITION EVER PRINTED.

"This certifies, that I have printed one million six hundred and fifty thousand copies (1,650,000 copies) of the last great edition of THE IRISH WORLD. This is the biggest run of any edition of any newspaper ever printed, and I believe it to be the largest single edition of any paper since the invention of printing."

JOHN SCOTT.

NEW YORK, Aug., 1893.

in  
to be  
our adver-  
advertis-

PG.

## SCOTT'S EN-

SCOTT & BOWNE,  
NEW YORK, Feb.

"We do not hesitate that we think THE IRISH WORLD is one of the very best, if not the best advertising medium of its class for those who wish to bring their goods before the people."

SCOTT & BOWNE.



## PATRICK FORD,

*- Editor, Publisher and Proprietor.*

"THE IRISH WORLD's influence is phenomenal—there is not a village or hamlet, from Long Island to the State of Washington, where it is not the accepted guide and oracle of the leading spirits among Irish-Americans."—*Brooklyn Daily Times*.

THE IRISH WORLD has an original Woman's Page, edited by a leading writer in this department.

ROYAL BAKING POWDER,  
HOUGHTON, MIFFLIN &  
CO.

MARLIN FIRE-ARMS CO.,  
GAIL BORDEN'S CON-  
DENSED MILK,  
SEAL OF NORTH CARO-  
LINA TOBACCO,  
APPLETON, THE PUB-  
LISHER,

EPP'S COCOA,  
CROWN PERFUMERY  
COMPANY,  
CASTORIA,

IMPERIAL GRANUM,  
GREAT AMERICAN TEA  
CO.,

DR. JOHN WOODBURY,  
MRS. WINSLOW'S SOOTH-  
ING SYRUP,

IMPERIAL GRANUM CO.,  
HIRES ROOT BEER,  
CRITTENDEN & CO.,

WARNER'S SAFE CURE,  
BOKER'S BITTERS,  
WHITE STAR STEAMSHIP  
LINE,

AND OTHERS,  
USE

The Irish World.

## AYER'S CATHARTIC PILLS.

J. C. AYER COMPANY,  
LOWELL, Mass., Feb. 20, 1893.

"We have for years used the advertising columns of THE IRISH WORLD with great satisfaction, and we are quite certain that no one can reach the constituency to which it appeals in a better manner than through its columns."

J. C. AYER COMPANY.

Mr. W. G. KINGSBURY, 41  
Finsbury Pavement, Lon-  
don, representing the lead-  
ing Southwestern Railroads,  
writes:

"Although our advertise-  
ment in THE IRISH WORLD  
was not one-quarter so large  
as in other papers, yet it  
brought far more purchas-  
ers than all the others com-  
bined. We received 5,000 let-  
ters in ninety days from every  
State and Territory in  
the Union and Canada."

W. G. KINGSBURY.

*For all information relating to the Advertising Department, please address*

D. W. VAN DEREN,  
17 BARCLAY ST., NEW YORK CITY.

S. W. BEARDSLEY & SONS,  
DR. PIERCE,  
HARPER'S MUTUAL RE-  
SERVE FUND LIFE INS.  
CO.

PAINES' CELERY COM-  
POUND,  
HOSTETTER'S BITTERS,  
BROWNING, KING & CO.,  
LORD & TAYLOR,

EMERSON PIANO CO.,  
RIDLEY & SONS,  
CHOCOLATE-MENIER,  
STEINWAY'S PIANOS,

WATERBURY WATCH CO.,  
COSMOPOLITAN MAGA-  
ZINE,  
WALTHAM WATCH CO.,  
WILLIMANTIC THREAD  
CO.

CHENEY MEDICAL CO.,  
KEELEY INSTITUTE,  
C. C. SHAYNE,  
AMERICAN EXPRESS CO.,

MASS. MUTUAL BENEFIT  
INS. CO.,  
F. A. FERRIS & CO.,  
AND OTHERS,  
USE

The Irish World.

lished,  
SELL AS  
Advertisers,

available to use our establishment—some or all of its branches  
at a percentage.

When you are in business you naturally have something else to look  
after besides advertising it. The manufacturing or buying, the selling  
and correspondence with customers, all have a claim upon your  
attention.

With us advertising is everything. We receive and keep on file  
nearly all the papers published in the United States and Canada. This  
is in itself a big undertaking, and enables us to make sure that our  
patrons' advertisements receive proper insertion. For the making  
and placing of advertisements we have fully equipped departments.

This is an age for the division of labor. One man no longer  
manufactures an article from beginning to end. If you go into the  
modern factory you find that each hand has his special portion of the  
work to perform. When put together, these different parts unite to  
form the perfect whole.

Our part in the commercial world is advertising. Upon this one  
point we concentrate our entire resources. Surely we can conduct  
this branch of your business more economically than you could by  
establishing a separate department.

We aim to conduct our business so that any one who is thinking  
of advertising will write to us for such information and advice as our  
experience enables us to supply. Is there any point that it would be  
profitable for *you* to discuss with us?



**The Geo. P. Rowell Advertising Co.,**

**NEWSPAPER AND MAGAZINE ADVERTISING,**

**10 SPRUCE ST., NEW YORK.**

